

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

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NEW YORK, JUNE 27, 1937

No. 26

A NEW NOVEL BY

**URSULA
PARROTT**

*author of "Ex-Wife" and
"Strangers May Kiss"*

WILL BE PUBLISHED AUG. 10th

**LOVE
GOES PAST**

\$2.00

New Publications

GENTLEMAN'S FATE.

By K. U. P. \$2.00

THE LODGER. By Mrs. Belloc Lowndes. Originally announced at \$1.50, will be \$2.00 after July 1st.

FOUR HANDSOME NEGRESSES. By R. Hernekin Baptist. \$2.00

HOTSPUR'S CRUISE IN THE AEGEAN. By Alfred Loomis. \$3.00

THE END OF REPARATIONS. By Hjalmar Schacht. \$3.00

Good Sellers

SANCTUARY. By William Faulkner. \$2.50

THE MAGNET. By Maxim Gorki. \$3.00

HUMANITY UPROOTED. By Maurice Hindus. \$3.50

DEEP EVENING. By Eugene Lohrke. \$2.50

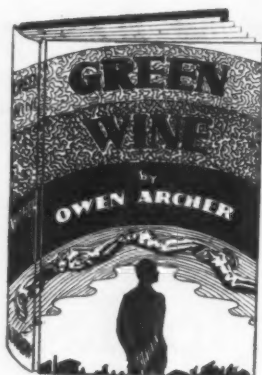
BREAKS. Compiled by W. W. Scott. \$1.00

RED BREAD. By Maurice Hindus. \$3.50

JUAN IN AMERICA. By Eric Linklater. \$2.50

JONATHAN CAPE & HARRISON SMITH, NEW YORK

PUBLICATION JULY 16



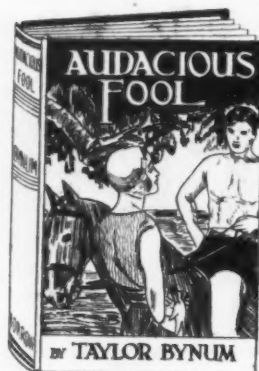
*A novel with
a wide appeal by*
OWEN ARCHER

The story of a man who thought he could do without women—until he met the passion of a woman who really wanted him.

The story, set in England and America, develops from a quiet pastoral into tense conflict of men and women with physical desire and obligation on the one hand and idealistic convictions on the other.

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WINE**



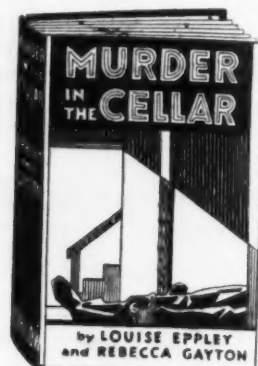
*An exciting
romance by*
TAYLOR BYNUM

A story of young love—of a girl whom wealth could not spoil, of a man who made over his life on the chance of winning the woman he loved.

The scene is laid on the tropical shore of the Mississippi Coast. The author's gift of light amusing dialogue and attractive, smart characters will cool hot summer days.

\$2.00

**Audacious
FOOL**



*A murder mystery
by* **LOUISE EPPLEY
& REBECCA GAYTON**

Eight people are gathered for a weekend. The host is found dead, and his companion with whom he had been target shooting, cannot be found. Many exciting things happen before the mystery is cleared.

The setting is a coal-mining town in West Virginia and the tale is told by one who was at the scene of the crime.

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**MURDER
In The
CELLAR**

WILLIAM MORROW & CO.

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Stewart, Inc., 215 Victoria St., Toronto

Ripping the Roof off the National Capital **WASHINGTON MERRY- GO-ROUND**

What newspapers do not print about the politics and politicians of this country and what the Washington correspondents write only between the lines are revealed in this astounding book.

•
*Some of the chapter headings in
Washington Merry-Go-Round,*

Boiled Bosoms (Social Washington)
Starched Futility (The Diplomatic Corps)
The President (Herbert Hoover)
Egg Charley (Charles Curtis)
Wrong-Horse Harry (Henry L. Stimson)
Mellon (The Man Who Stayed Too Long)
Sons of the Wild Jackass (Senate Insurgents)
The Monkey House (House of Representatives)
The Court Jester (Charles Dawes)
Sonnets and Beans (Paul Claudel, French Ambassador)
Little Nemo, The Wonder-Worker (Dwight Morrow)
The Vestal Virgins (White House Secretaries)
The Press (Washington Correspondents)

•
Some of the stories told in Washington Merry-Go-Round.

How Daisy Harriman trimmed Senator Walsh's mustache.
How Assistant Secretary of War Davison got himself locked up in a mail bag and couldn't get out.
How Ambassador Ferrara of Cuba was once an anarchist.
How the counselor of the German Embassy was dragged from the dance floor by an irate wife for cheek-dancing.
How Secretary Kellogg informed Col. Stimson not to guarantee election in Nicaragua but how he did it anyway.
How Ambassador Morrow had to chase Secretary Stimson over a golf course in England to get him to cable Hoover what he was doing at the London conference.
How Dwight Morrow decided to follow Senator Blaine's vote on all questions pertaining to prohibition.

**The Untold Story of Washington Society,
Politicians and Politics!**

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CHRISTOPHER MORLEY'S favorite
in a big omnibus volume
—a year round seller

COMING
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654 pages
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**GHOST
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A complete collection of James's famous ghost stories, the most horrifying, macabre and exquisitely thrilling tales of that rare species, *a ghost story omnibus that will top them all!* A big year-in-year-out seller for readers of all ages and every taste.

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"This book is our favorite, and M. R. James is the Overlord of Horror, with a peculiarly plain and genial way of prickling the spine and creating gooseflesh."

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"One of the best ghost-story writers England has ever produced."

LONGMANS, GREEN & CO., 55 Fifth Ave., NEW YORK

We're All Excited!!!

Our readers don't often get excited, yet they did over these three books. Our outside readers became even more excited. (Still we refused to be stampeded.) Advance copies sent to critics increased this excitement. (Then we did begin to take notice.) But now that reports are coming in from the booksellers themselves —(there's no doubt about our excitement).

BETTER LEFT UNSAID

LEAVES FROM
MY PRIVATE DIARY

By

DAISY
Princess of Pless

The great newspapers of England have devoted pages to this new volume by that beloved Irish-English noblewoman who married into the famous Prussian House of Pless. Her first book, "Daisy, Princess of Pless," was a sensation and best-seller in this country two years ago. As the London Times says, "Her first book was brilliant but this new book is even better. She has beauty and brains in full measure." "No one can read this book without falling in love with the gay tomboy who wrote it."—Harold Nicholson in the London Standard.

July 2nd

5

MURDER BY FORMULA

By

J. H. WALLIS

"WHAT IS THE FORMULA OF A PERFECT MURDER?" INQUIRED A GROUP OF NEW YORK CLUBMEN. One of them a novelist, began to work it out in story form. Later in the night he was found dead, *murdered exactly according to the first step of the formula!* This is the beginning of the dread experiment that eventually involves every member of that first fatal discussion, as the investigation ruthlessly plows its way through the group. No connoisseur of mystery yarns can forego pitting his brain against the puzzle of this challenging tale.

July 1st

2

A FAREWELL TO INDIA

By

**EDWARD
THOMPSON**

You remember "A Farewell to Arms" and "A Passage to India"? The title of this book combines them both. The outstanding success of the spring publishing season in England—any American publisher would have been delighted to get it. We are proud to announce it for July publication.

July 1st

2.50

E. P. DUTTON & CO., Inc., 300 Fourth Ave., N.Y. City

Plain Facts About Bridge Experts, Bridge Systems and Bridge Books

A CHALLENGE Ely Culbertson has issued a challenge to Sidney S. Lenz, Milton C. Work, Wilbur C. Whitehead and their associates to test in actual play of Contract the merits of their proposed "official" system against the Culbertson system. He offers to wager \$5,000.00 to \$1,000.00 on a pair match, or \$10,000.00 to \$1,000.00 on a team-of-four match, on a condition that the winnings in either case should go to charity.

To the Book Trade:

From Bridge Headquarters, Inc., a statement was issued that Mr. Wilbur C. Whitehead, Mr. Milton C. Work and Mr. Sidney S. Lenz and nine others had agreed to formulate a new system of Contract Bridge to be known as "New Official System," and which is to be completed in only a few weeks.

Every bookseller knows that it is the system that sells the Bridge books and not the Bridge books that sell the system.

Because of its superior science and marvelous simplicity, the Culbertson System has swept all others from the field. It is now played by 90 per cent of the Bridge players of the country and is in fact (not in theory) *the Official System*.

The sensational sales of "CONTRACT BRIDGE BLUE BOOK" and "CULBERTSON'S SUMMARY" prove the wisdom of their author in waiting nearly a decade before presenting his views to the reading public. As a result he and more than a thousand of his associate writers and teachers whom he represents are practically the only Bridge authorities today who are standing by their guns and are not forced to abandon, change, modify or revise their systems.

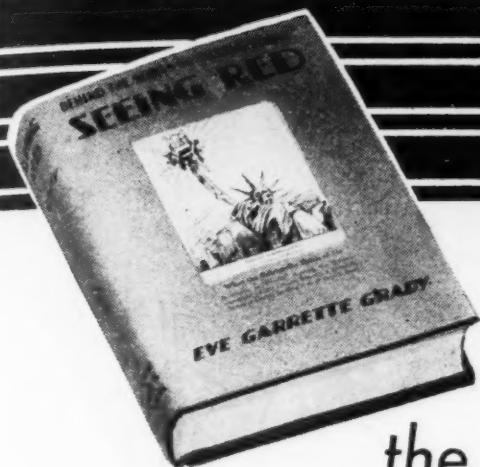
The bookseller is interested in selling Bridge books that do not go out of date before his customer reaches home. He does not wish to find that the author has abandoned his system before the supply of books he has ordered has reached his shelves.

Systems of Bridge—not makeshifts and patchworks—are not made in a day. It took nine years of thorough testing to develop the Culbertson Approach System in Auction and Forcing System in Contract. It has never been changed since, because its principles are sound. Nor will it ever be changed.

The Culbertson books—"CONTRACT BRIDGE BLUE BOOK" and "CULBERTSON'S SUMMARY"—are your best bet, today and always

THE BRIDGE WORLD, Inc.

570 Lexington Ave., New York, N. Y.



At last
the Amazing
"Now It Can Be Told"
of Soviet Russia!

SEEING RED

BY EVE GARRETTE GRADY

Eve Garrette Grady is a trained writer, but the Soviets didn't know that, which is why she got her chance. She lived quietly in Russia with her engineer husband, observing and setting down exactly what was going on behind the scenes. And then she was thrown out of Soviet Russia because in a Saturday Evening Post article she told a joke about Stalin. SEEING RED is an extraordinary record of Russia today. Mrs. Grady tells of Russia's sex fetish, the burlesquing of marriage, of doctrines which have made the young women of Russia legalized, if innocent, prostitutes. What the author says about food-speakeasies and the bootlegging of luxuries, is tremendously enlightening. SEEING RED is the first big human-interest book out of Soviet Russia—the Inside Story from an intelligent woman's point of view. America has long been waiting for an honest picture of Russia which it could read like a novel—and here it is!

\$2.00

BREWER, WARREN & PUTNAM



Baron Prince or Workman Pauper?

SEVEN DAYS

By

ANDREAS LATZKO

Author of

MEN IN WAR

Coming July 17th

\$2.50



On Christmas Eve a millionaire Baron, caught in an unsavory intrigue with a prominent society woman, is forced to change places with an impoverished workman. One day later a man lies dead beneath the woman's bedroom window. His face is unrecognizable, mutilated by the fall. Baron prince or workman pauper—which is he? The reader knows and knowing is able to follow even more breathlessly the stirring events from Christmas Eve to New Year's Eve in the lives of a group of diverse characters ranging from the highest to the lowest society. Andreas Latzko, author of *Men in War*, has written after many years a novel worthy of his previous fine achievement and yet so filled with action that it reads like the most exciting mystery story.

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*"The treasure on the Island of Torigny
was guarded by the shadow of death!"*

MYSTERY, adventure, and romance packed in the fastest moving book that Bedford-Jones ever wrote. It is rapidly becoming his fastest seller. The punch and the vigor of this story — its unusual setting and vivid characters — are adding new enthusiasts to this author's large group of readers. Sell this book to the customer who is tired of the "dizzy virgins' diaries" that the presses are spewing forth — and he'll thank you and come back for more! Bedford-Jones has arrived. Are you taking full advantage of the fact?

Re-order Today!

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I Am Still Alive!

By Dick Grace . . . unseen thrill-maker of the movies, professional crack-up engineer, whose airplane crashes for *Wings*, *Lilac Time*, *Young Eagles*, and many other motion-picture epics have thrilled thousands of movie audiences.

DICK GRACE'S new book will thrill thousands of readers. In this book he tells how he cheats death by split seconds and inches—how many of his 34 intentional crack-ups were made to provide realistic scenes for practically every outstanding war-aviation picture of the last ten years. Although Dick Grace has broken

69 bones in different crashes (as well as his neck in executing a crash for *Wings*), he is still very much alive and still crashing planes as a profession. *I AM STILL ALIVE* tells how he has avoided death so far by carefully planning each crack-up . . . how it feels to crash into the earth or into the side of a building at a hundred miles an hour.

More gripping than fiction, this true account of almost unbelievable feats of daring is tremendous reading.

TRIPLE SELLING APPEAL: Aviation! . . . adventure! . . . motion pictures! That's why Richard Arlen, thrill-caloused movie star, says: "I recommend this book to any one who craves an exciting story of true adventure . . . and predict that *I AM STILL ALIVE* is certain to be a best seller."

BEAUTIFUL FORMAT: Many large, bleed-off illustrations . . . modern typography . . . an ideal book for a sales-producing window display.

ORDER NOW FOR IMMEDIATE DELIVERY

I Am Still Alive!

By Dick Grace

\$2.00

Crash! Top picture shows right wing of Dick Grace's plane being torn from fuselage. Bottom picture shows the wreck of Grace's crashed plane with splinters still flying. *I AM STILL ALIVE* is illustrated with many of these remarkable photographs. Smashing sales-producing posters, bearing an enlarged photograph of one of Dick Grace's actual crashes, and striking imprinted post cards, both free to dealers.

Rand McNally & Company—Publishers

NEW YORK

CHICAGO

SAN FRANCISCO

"THE EPIC OF JAZZ JOURNALISM"—Mark Hellinger

"Women and murder, I always found, were the two greatest words in the battle for circulation."

WHETHER or not you are interested in newspapers, **HOT NEWS** will jolt you and sweep you off your feet. It is a novel telling about the career of a tabloid editor in an era of mad journalism, and it spares nothing and nobody, not even the author. All the wild, blazing, delirious symptoms of our time come together accentuated in a huge crash of realism—a sensation as though all the city manhole covers blew up at once.

Here you will learn how news is made and made hot; how an editor who cannot wait for things to happen makes them happen—anything from love to murder; how characters are built up, paraded, made into news. You will find out the sinister meaning of the word "hot" as applied by a generation that wants everything hot, and you will find out the two hottest words for selling papers.

This novel brings together an amazing group of characters who are in the news and behind it, celebrities and obscurities of all kinds; it strips them of their false fronts and shows up their monstrosities. It tears away the curtain from the connections between politics and the underworld, the prize ring and the crook, and tells you how news is suppressed, sometimes for days, sometimes forever.

No more daring book has been written in our time, and no book that comes closer to the vitals of a large city.

The novel of the tabloids was bound to be written. Here it is, dished up STEAMING

HOT NEWS

by **EMILE GAUVREAU**

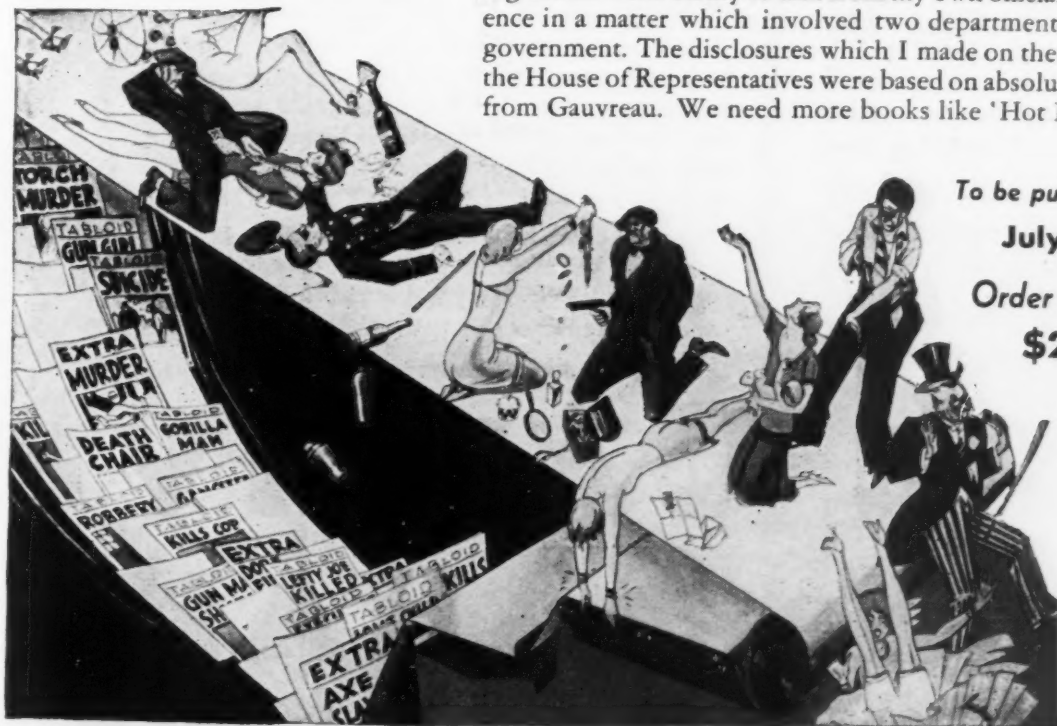
formerly editor of The Graphic, now editor of The Mirror

"The scandals of a generation that wants everything HOT"

U. S. Congressman La Guardia writes:

"This is a daring book. The author knows what he is talking about. I can certify to that from my own official experience in a matter which involved two departments of the government. The disclosures which I made on the floor of the House of Representatives were based on absolute proof from Gauvreau. We need more books like 'Hot News'."

To be published
July 8
Order Now
\$2

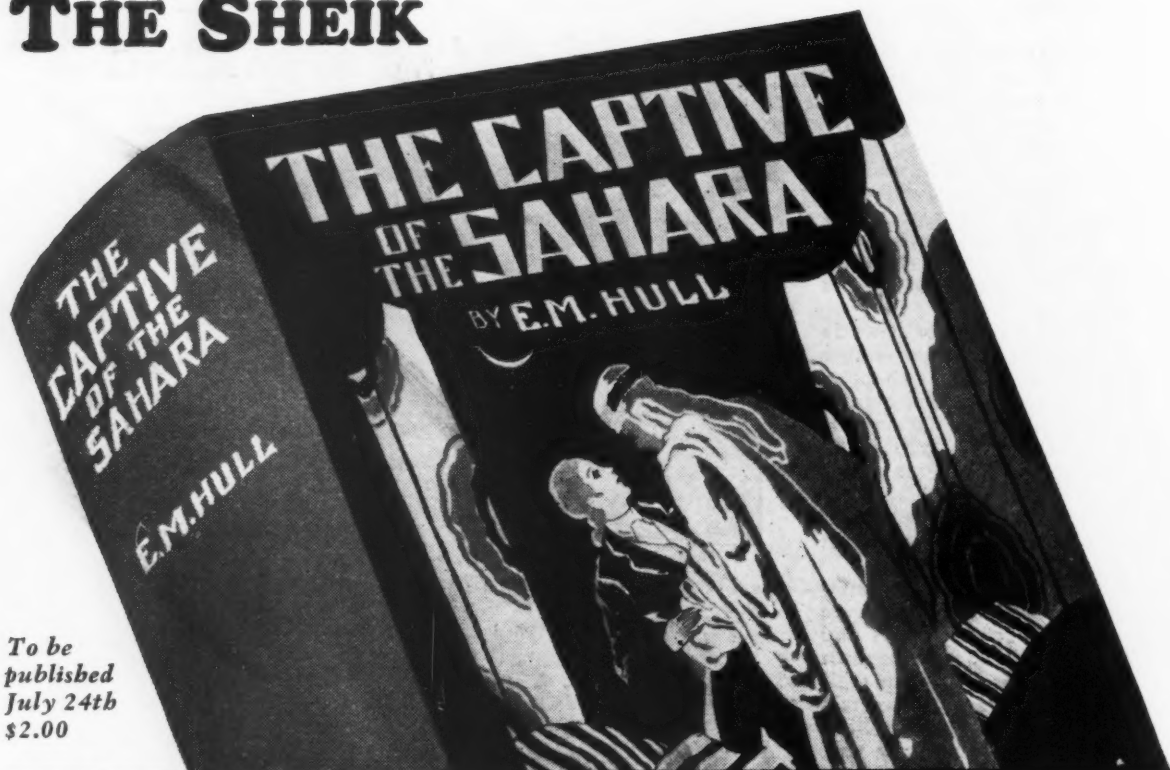


Macaulay • Publishers • 381 Fourth Avenue • New York

Another Winner!

By **E. M. HULL** Author of

THE SHEIK



To be
published
July 24th
\$2.00

The story of a girl, led by the lure of adventure to one of the walled cities of the desert, where she became the captive of a powerful sheik . . .

"I cannot marry you," she cried, "I've never cared for anyone—in the way you mean!"

"Why?" he demanded fiercely. "Because I am an Arab? Do you think it is any insult that an Arab should love you?" And before she could evade him, she was lying crushed against his breast, shuddering under the burning kisses that seemed to scorch through to her very soul.

Closer and closer he drew her to him until her body ached with the merciless pressure of his strong arms, until at last a gasping cry was forced from her bruised and quivering lips.

THE CAPTIVE of the SAHARA

By **E. M. HULL** Author of **THE SHEIK**

—DODD MEAD and CO., 449 FOURTH AVE., NEW YORK—

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JUNE 27, 1931

Capturing Your Sportsman

An Ex-Bookseller

For Instance, When There Are 75,000 Women Golfers Whaling Away at Golf Balls from Coast to Coast, Why Not Pull Them Into Your Shops With Glenna Collett's Helpful and Amusing "Ladies in the Rough?"

EVERY year many good books on sport reach the market, but little is done with them. The average bookseller is not a sportsman and has little interest therefore in this type of book. Usually, sport books are relegated to an unimportant corner of a store and are left there unsold, forming a kind of necessary evil shelf or two. Finally, they pass away on the mark-down sale, or are weeded out later to second-hand dealers.

This seems to me to be a short-sighted attitude on the part of any bookseller. People primarily interested in sport may not be great readers, but given books on their own hobbies, undoubtedly they will read them. People not primarily interested in sport, but following it in a somewhat dilettante fashion, will be delighted with a new book on some sport of their interest, just as they would be with a new book on any other subject that they liked.

My idea would be to work up a sportsman's file in your shop. Put in this file the names of people who in your locality are interested in any particular sport and on their card indicate what one. You can easily work up such a list. First, it would be a simple matter to have your clerks draw out their customers as to their particular sport interests. To extend this list, outside your regular customers, you could secure names from the various clubs devoted to sport in your locality.

Today, there are over three million people in the United States playing golf. They spend, by actual computation, over one billion a year on this sport, and they belong to over six thousand golf clubs.

Certainly, a clever bookseller could work up a fine bit of patronage here, if he would but concentrate. Anything that can so capture the imagination of the public, that three million people are devoting hours of time to the actual doing of it, and spending millions of dollars on playing it, must have room for one more bi-product of it. Bobby Jones is paid several hundred dollars a minute by broadcasting companies to give by wire a few golf instructions, and a small fortune from moving picture companies for short movie talks on golf style. And already now, for several years, newspaper syndicates have considered him enough of a drawing card to use his columns constantly. All of which goes to prove that the public does want golf instruction—in almost any form.

On the market now, there are many comprehensive books on golf. Some of them are new; some are old. No matter. If they are well written, by sound advisers, they are always valuable. Why would it not pay the bookseller to look over some of these books? He might even go into consultation with some good golfer about the worth of certain volumes. Get this person's opinion and thereby his support.

He could repay him by an occasional complimentary volume or two. He might even have cards printed to place in caddy house club rooms, advertising three or four worth-while golf books. Then, he might make out a post card on which he describes in a few brief sentences, the high points of various golf books, and their particular interest to his prospective buyer. These he could mail to club members.

For instance, Jim Barnes had a pictorial book on golf style, published several years ago, that can still be recommended as invaluable to any golfer. It was an expensive book, but remember most golf bugs are fanatics, and six or ten dollars for any real help in the game is nothing. The plates of this book are so well done, that by studying them carefully, any man could improve his game. Glenna Collett, the National Woman's Golf Champion, has a book, "Ladies in the Rough," that anybody, but particularly women golfers, would enjoy. It is both historic, and instructive, well written and practical. When there are 75,000 women golfers whaling away at golf balls from coast to coast, why not put in their hands this amusing and helpful hobby book. Gene Sarazen has done a good job in "Gene Sarazen's Common Sense Golf Tips," and Bobby Jones' "Down the Fairway," ought to be in every fan's library.

If this postcard announcement does not seem personal enough, it might be well to write letters to these people. You are working up a new customer file, and you will need to exert extra effort. Because sport is limited, it may seem impractical. But once you get these people into your shop, sport can lead to mystery, and mystery to biography, and so on.

Yesterday, I received a charming note in his own hand, from a shirtmaker, who has held sway, for thirty years or more, in the East Forties. In this letter to me, he had courteously expressed a desire to call on me, to show me his new spring shirtings. Also, he had reminded me of my past patronage and his appreciation of it. If he had sent me an engraved card about his new shirtings, I should have tossed it in the wastebasket, and promptly forgotten him, but because of his personal effort, I shall drop into his shop, in the near future, and probably place an order with him.

To me, the importance of individuality, in making yourself known to new customers, cannot be over-estimated. If you yourself, have not the time to write these personal letters, among your college-bred clerks there must be some with outstanding handwritings.

Since sport is a seasonal affair, almost every month in the year could be used to typify one branch of it. An investigation recently showed that in the United States there are five thousand gun clubs, with, of course, many thousand members. There are books on the care of the gun; on the proper guns for certain hunting events. The new game "Skeet" has its followers, and trapshooting also is a favorite sport. Any sporting goods house would be glad to cooperate with you in a week devoted to shooting and hunting. Lists of gun club members and announcements sent to them could insure an interested group of people. Shooting novelties could be displayed, along with beautiful and practical books on hunting.

Tennis could also be stressed—particularly at the proper seasons. It would be well to synchronize your tennis week with some tennis tournament in your locality. Have your window gay with new tennis sport clothes; drawings and posters; (perhaps some of Helen Wills Moody's things) and some photographs of two or three outstanding tennis players. Notes to members of tennis clubs and country clubs will strengthen your efforts, and attract attention to your shop.

Golf could be stressed several times a year, with attractive window displays, and announcements of a golf afternoon, with some star on hand to discuss golf problems. Often "professionals" from the big cities are in town giving exhibitions, men like Barnes or Hagen, Horton Smith or Leo Diegel; these men, particularly if they have books on the market, could be induced to go to your store to answer questions and autograph their books.

There are a great many more people in the United States today who know who Bobby Jones and Glenna Collett are, than know of some child poet of ten or some older one of thirty. The bookseller knows the poets better, undoubtedly, but the public whom the bookseller hopes to reach, knows the golfers.

Why not run to meet the public with the very thing it specializes in—sport? Certainly, the number of hours spent in sport endeavor give the cue to the way the wind lies. Capturing the hours that cannot be devoted to actual sport, because of bad weather or darkness, with sport bi-products—technical books on sport, sport stories, adventure stories around sport—seems one way of increasing business and making your stores serve the public more generally.

There will be cries here from the average bookseller that sport books cannot be sold. But they cannot be sold because they are not pushed. I have worked for ten years myself in bookshops from Seattle to New York City, and have hung around them, when not working in them. Booksellers clasp the newest volumes on almost anything to their breasts, before they will sport books. They fail to see any commercial value in them and therefore they neglect them. They neglect them because nine out of ten booksellers have no athletic interests.

However, there is one New York bookseller who does not overlook the sport book. This is Mabel Jettinghoff of the Penn Terminal Bookshop. As an example—a good book on boxing reached the market. Miss Jettinghoff did a window around this book, filling it with boxing gloves, sponges, pails and towels—then emphasizing the vivid book jacket with a background to

match. She stopped traffic that week and she sold that book in fine style. But Miss Jettinghoff is a tennis player, and has a feeling for other sports.

When I was a bookseller, I lived for books and books alone. I stuck up my nose at magazines, and newspapers bored me—all except the book sections. I was horrified that my friends did not know that the last Willa Cather was just out, or that we only had one more week to wait for the new Michael Arlen. Books, not people, mattered to me, unless those people would talk or buy books.

Now that I have gone out of bookselling, I realize that books as a whole play a very minute part in the lives of most people. That the arrival of a Michael Arlen or its failure to arrive makes no dent whatsoever in the general routine of their lives. If they have their attention caught by a book on some phase of life in which they are interested they will read it, but they will not die if they do not.

But since high pressure selling has been brought to bear on the small portion of the public which does crave books, would it not be an excellent thing now to go out in a big way after the people who, because they generally are free with their money, particularly for some side issue of their own hobby, would be real customers? I mean the sportsman.

Spring Book Show in a Bank

Elizabeth L. Lustig

The Booke Shop, at 4 Market Square, Providence

THE Rhode Island Hospital Trust Company, one of the larger banks in Providence, runs an exhibition in its foyer every week. These exhibitions, limited to depositors of the bank, are planned to promote better acquaintance with the activities—industrial, civic and social—of the community.

Last March we asked if it would be possible for The Booke Shop to have a display some time in the spring, and were told that the third week in May was available. We were sent instructions as to amount of space available, with the suggestion that we arrange everything in our

own shop three weeks prior, in order to get the general effect and to make any changes which might present themselves. This seemed fairly simple to us, so with no more ado, we signed up for the space.

We were somewhat staggered when one of the Committee informed us that some exhibitors spent as much as three or four hundred dollars for their displays! The Booke Shop, having been burned out in November, did not feel like using any great amount of money. We also decided not to engage a professional, but to do the planning and arranging ourselves.

The weeks flew by, and suddenly it was



From this exhibit in the Rhode Island Hospital Trust, The Booke Shop sold about \$80 worth of books, besides getting much valuable publicity

the first of May. We knew that we must really display the books in our shop, as suggested, so we hauled out some boards corresponding in dimension to our allotted space, and set these up on clothes-horses. Then came the problem of background; what next? Fortunately for us, in our building is a flourishing concern of interior decorators, two extremely able and artistic women. One of them suggested that we use the back curtains of blue velvet provided by the bank, and cover these with midnight blue tarleton over which we would letter in gold *The Booke Shop at 4 Market Square*. It was an easy enough matter to have the letters drawn on gilt paper, but if any of you have never with painstaking care cut out the capitals "E" and "A," and the number "4," you cannot possibly imagine what throes we went through. Here again we were lucky, for one of our friends and customers who called on us while we were struggling is extremely able with scissors and paste. She completed the letters for us, and attached them to the tarleton.

Finally we arranged our books, planned our posters and thought that everything else would be simple.

Now came the day of the exhibition—our space was to be ready at half past three.

And what a hot afternoon it was; muggy, with the sun beating through the mist on to the pavements. Mrs. Bradley offered to tend shop while Miss Stromberg (our secretary) and I went over to arrange the exhibit. Getting the tarleton with its gold lettering safely to the allotted place presented difficulties. Finally we tacked the yards of material onto a long board and carried this nonchalantly through the streets of Providence. The table given us was about twelve feet long and three or four feet from the floor; the back drop must hang from the ceiling five or six feet in the air. No signs of a step ladder, so while I stood on the table, Miss Stromberg handed me tacks and pins, and told me when the letters were straight. Meanwhile we decided that every customer The Booke Shop had ever had walked by and laughed at us, or stayed to scoff and comment. However, after the drops and posters were arranged, we came to the books. These were much easier.

At one end we had a shelf of travel volumes behind which hung the Wonder-ground Map of London. In the center, our most intriguing children's books, and between these little bright-colored wooden Pinnochios from Italy and charming tinted plaster figures of characters from "Alice

in Wonderland." In the center was a flat table top, covered with a borrowed tapestry. Here we displayed our "gift books," sumptuous volumes with tooled bindings in red, blue and green leather. Beside these we placed a stunning Chinese blue vase in which was a cluster of yellow gladioli (which had to be changed several times during the week.) At the extreme right were the shelves of fiction and non-fiction, a display of cook books, volumes on bridge, gardening, a few plays and some poetry volumes.

The entire length of the table in the front of the books was given to free catalogs which we had obtained through the cooperation of many publishers. Also, I might add here that a number of the books which we showed were sent us "on sale" so that we did not have to deplete our own stock to any great extent. We also placed conspicuously a mailing book where people who wished our literature sent to them regularly were to sign their names and addresses.

When the exhibition was finally arranged, we stepped across to the opposite side of the room and looked critically at our handiwork. We had worked so hard that we really could not tell whether

it was attractive, or just one grand mess. But by the next morning we had received many compliments; and the actual tangible results more than justified our expenditure of time and energy.

By a check-up taken by the bank, over twenty-two hundred people stopped and looked at our books; almost all of these took at least one free catalog.

When we looked in our mailing book, we found seventy-five new names—all of them, of course, prospective customers.

Several people came right over to our shop, saying that they had never known about us before. Some just browsed; some bought books, and others joined our lending library. (To all we gave a copy of the circular reprinted below.)

From the exhibition itself we sold about eighty dollars' worth of books to people who had seen them there, and found just what they had long yearned for.

And not one book was stolen. To be sure, a copy of "The Road Back" by Remarque had been read through, but we could hardly object to that.

Altogether we feel that the exhibition was a distinct success, well worth planning—and an easy way of getting before the public eye.

Now Is the Psychological Moment to Join Our Special Summer Lending Library Mail Service!

We propose

To send you the types of books you wish to read, on any week day which you may indicate.

To keep our library up to date, so that you may have the exact titles which you request, sent to you promptly.

To select your books for you if you have no definite titles in mind—with your help in indicating your general reading preferences.

To keep your FEE-POSTAGE card in our files, open for your inspection.

We suggest that you

Fill out the attached blank, thus becoming a member of our LENDING LIBRARY MAIL SERVICE, and receiving our monthly lists of new books.

The Booke Shop at 4 Market Square
Providence, R. I.

I would like to join your LENDING LIBRARY MAIL SERVICE.

Please charge a fifty day FEE-POSTAGE CARD (\$4.00) to my account. ☐

I am enclosing \$4.00 for a FEE-POSTAGE CARD. ☐

Name Summer Address

Winter Address I would like to have
.....books every..... beginning.....

(Each day of the fee-postage card is worth four cents; postage and amount due on book is punched off by our librarian as books are returned.)

PLEASE NOTIFY ME when my card is exhausted ☐

PLEASE CHARGE ME with another card after the first one is exhausted ☐

How Does the Canadian Budget Affect Us?

Findlay I. Weaver

Editor of the Canadian Bookman

AS indicated by the last Canadian letter, the 1931 Budget brought down by the Dominion Government has occasioned something in the nature of a crisis in the booktrade of Canada. As a consequence representatives of the publishers' and booksellers' organizations met in Toronto a few days ago and, realizing to the full what confronted them, they discarded secondary considerations which might easily have involved bickering and dissension, in favor of concentration upon the real issue and the wisest course to pursue in the impasse brought about by the action of the Government.

The result was the adoption of a price-scale approximating 10% advance over the present retail prices of books of the general class sold in bookstores, with an increase of the discount to the retail trade to 35%. This is to become effective July 1st.

For years it has been the practice to retail books in Canada at U. S. list prices with regard to books published in that country, despite the 10% customs tariff applying to all such importations. One reason for this was the recognized advantage of operating on the same list prices.

The first blow against this policy was the action, last September, of the newly elected Conservative Government, in nullifying an age-long system of valuation whereby importers of books paid duty on the actual net amount of their invoices, which frequently carried discounts of 60% from list prices. The new regulation recognized, for customs valuation purposes, no greater discounts than 50%, or the prevailing wholesale rates in the country from which the books were imported. This hit the Canadian importer-publishers a severe blow and naturally the retailers are also affected in such cases.

Then came the rumors of an increase in

the sales tax to 4% or 5% with the bringing down of the 1931 Budget at Ottawa. These prognostications proved to be only too correct. The sales tax became 4%, as against the previous 1%, in addition to 1% excise tax! The publishers and wholesalers had no recourse but to pass these taxes on to the retailers.

The fat was then in the fire! Something had to be done, and the outcome is the wise course adopted by representatives of the two organizations in advancing the retail prices of books to take care of the increased costs on a basis of permitting the increase to 35% of the discount to the trade from the new scale of list prices, thus making it possible for the retailers to realize an adequate margin of profit.

By many it is considered that this step represents the salvation of the Canadian booktrade, greatly ameliorating the adverse effects of the Government's revised system of customs evaluation and the severe imposts in the way of the sales tax and excise tax on importations.

But there is another serious aspect of the new budget. Educational and scientific books come into Canada free of duty, as do religious books, but whereas in the first war-time application of the sales tax, it applied to none of these groups of books, now the only exceptions are those in the religious group. Educational and scientific books must now bear the 4% sales tax and the 1% excise tax. Thus there will have to be advances in the Canadian prices of these books as well as the books which come under the general and preferential tariffs.

So much for the booktrade proper. Now we come to the periodical trade. Here the Government's action has been much more drastic, the new duty involving the application of a tax of 15c. per pound on magazines and other periodicals coming into

Canada. There have been barrages of protests brought to bear upon the seat of government at Ottawa, and so many rumors are now afloat that one must wait until the smoke-screen clears before telling just what is what.

There are definite reports of decision on the part of certain large United States magazine publishers to print Canadian editions of their magazines in this country, *not only for the Canadian trade but for export trade*, because of consequent advantages of exporting from Canada to other lands rather than exporting from the United States. Analogous cases are cited in the automobile industry and other lines of manufacture.

There are also many rumors of exceptions in respect to magazines of certain

types—educational, highly literary, etc.—but the main object is not to be lost sight of; that is the application of this 15% tax to periodicals in which the advertising pages are of major importance. In other words the enactment is aimed at the advertising matter spread broadcast in Canada by means of the millions of copies of periodicals which come regularly into this country.

The individual subscriber will be greatly inconvenienced because the tax is to apply in the case of each copy of every magazine coming into the country (with the possible exceptions already indicated) and the necessity for calling at the Customs House to clear them. The havoc that this will play with the subscription business can only be imagined.

In and Out of the Corner Office

FRANK SWINNERTON writes from London: "New publishers provide the chief item in recent London events. There are several of them: what their fortunes will be I cannot yet pretend to estimate. First of all there is the firm of Ivor Nicholson and Watson. Watson is a son of Angus Watson, who was until recently at the head of a great canned fish firm, and he has great spirit and determination. Ivor Nicholson was at one time in the Ministry of Information (that was in the later days of the War), was then with Cassells, and for a number of years has been connected with the London magazines of the Hearst firm. He has many friends, a wide knowledge of literary matters, is very shrewd, and should be likely to project an enterprising popular list. The firm will not be a highbrow firm, but when it starts publishing in the autumn it should have that exceptional thing (so difficult for young publishers to achieve)—a list.

"Then there is Philip Earle, whose first book is just published. This is a detective mystery story. But a series of reprints of familiar and less-familiar classics is announced, and so is a new edition of Jane Austen's "Lady Susan," edited and introduced by Mr. Brimley Johnson, whose knowledge of Miss Austen's works is prob-

ably unsurpassed among living students of the lady's genius. I cannot give further particulars, because I do not know them; but if the firm has a plan of campaign more should be known about it when publishing re-starts in earnest after the summer holidays. Firm number three is the result of a collaboration between Alec MacLehose who is connected with the great printing family of Glasgow, and a son of Professor Tout of Manchester University." ❀ ❀ ❀

Mrs. Hope Davis Greely has left Loring, Short & Harmon to become the director of the Junior Book Department at The Portland Book Shop, Portland, Maine. ❀ ❀ ❀

John Dandridge Stanard, formerly assistant advertising manager of E. P. Dutton & Co., has been made advertising and sales promotion manager of the College Entrance Book Co., New York. ❀ ❀ ❀

Maynard A. Dominick, treasurer of Frederick A. Stokes Company, has recovered sufficiently from his accident of six months ago to be back at his desk again. ❀ ❀ ❀

We hasten to correct the announcement made in this department last week to the effect that Michael March is now the book editor of the Brooklyn *Daily Eagle*. George Currie is still the book editor.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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June 27, 1931

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Newbery Medal Awarded by Librarians

ON Tuesday at New Haven the children's librarians awarded the John Newbery Medal to Elizabeth Coatsworth for her "The Cat Who Went to Heaven" as the best child's book of 1930. Miss Coatsworth is best known to us as a poet. Her earliest books were collections of her poems "Fox Footprints," published by Knopf in 1923, and "Atlas and Beyond," published by Harper in 1924. "The Cat Who Went to Heaven" is her fourth volume for children. As Miss Davis points out in her article about Miss Coatsworth's work in the Children's Department in this issue, all Miss Coatsworth's books for children are distinguished for their poetic quality.

The other books considered for the Newbery Medal, we are told by the children's librarians, were "Floating Island" by Anne Parrish; "The Dark Star of Itza" by Alida Malkus; "Queer Person" by Ralph Hubbard; "Mountains Are Free" by Julia Adams; "Spice and the Devil's Cave" by Agnes Hewes; "Meggy McIntosh" by E. J. Gray; "Garram the Hunter" by Herbert Best, and "Ood-le-uk the Wanderer" by Alice Lide and M. A. Johansen.

This is the third year in succession that the Newbery Medal has been awarded to a Macmillan book, last year's award having gone to Rachel Field's "Hitty," and the 1929 award to Eric Kelly's "The Trumpeter of Krakow." Other awards have been to Van Loon's "Story of Man-kind," (Liveright); Lofting's "Voyages of Dr. Dolittle" (Stokes); Hawes' "The Dark Frigate" (Little, Brown); Finger's "Tales from Silver Lands" (Doubleday); Chrisman's "Shen of the Sea" (Dutton); James' "Smoky: The Cowboy" (Scribner); Mukerji's "Gay-neck: The Pigeon" (Dutton).

Are There Too Many Books?

LITTLE, BROWN AND COMPANY, so a letter in the morning's mail tells us, have again cut down the length of their summer and autumn list. They will publish 45 books as compared with 50 in the corresponding publishing season of 1930, and 66 in 1929. In another part of this issue there is a quotation from a letter from John Macrae, Jr., of Dutton which says that the juveniles from that house will number less than half as many as last year. On the other hand the New York Times of June 24th quotes Frederick A. Stokes, on the occasion of his fiftieth anniversary, as deploring the shrinking publication lists.

"The policy of conservatism and restriction in book lists which most publishers have adopted makes it difficult for the young American writer without an established reputation to get a book published," he said. He added that one of the leading publishers in the country would publish this year only the books of accepted writers.

"American literature may suffer as the result of this policy, not only because this conservatism may discourage new writers and force them to give up writing, but also because many worth-while books of permanent literary or artistic value may never see daylight simply because they do not promise any great financial returns."

These are times certainly when publishers need to choose their books more carefully than ever. It was said a few years ago that anyone could get his book published "if not by one publisher then by another." The difficulty always is that

what is tripe for you is often not tripe for me. A novel that Mrs. Jones calls a good clean book, her daughter may find, if she takes her mother's recommendation, to present nothing more complicated in the way of character drawing than the girls' books which she has now firmly put aside. A novel she enjoys may horrify her mother.

Even with publishers' lists cut down as they now are, one grand thing about a bookshop is the variety it offers. Few of us feel as the woman did who went into Brentano's recently and asked wistfully: "Have you anything new? I've read everything up to Friday." Over the radio Rudy Vallee sings "There Ought to Be a Moonlight Saving Time." Half an hour later Chevalier sings it. And most nights since, someone has sung it or played it. But we haven't minded because each night we were reading a different book.

What People Want to Read About

THE American Library Association and the University of Chicago Press have just prepared a study called "What People Want to Read About." It's a study of group interests and a survey of the problems of adult reading, and has been prepared by Douglas Waples of the Graduate School at the University of Chicago, and Ralph W. Tyler of the Bureau of Educational Research of Ohio State University.

They have found out nothing as yet about what people do read, confining their search entirely to what people would like to read about. By preparing a list of one hundred and seventeen subjects like "The Next War," "Sports," "The Movies," "Successful Marriage," "Party Politics," and "Success in Business" as a test to find out what subjects are most interesting to certain groups of people. By groups are meant people who are alike in sex, amount of schooling, type of occupation and type of environment.

Among the groups were business and professional men, college students, factory workers and mechanics, farmers, graduate students, high school students, post office employees, prisoners, store clerks, teachers, telephone operators, waiters and waitresses. These were sub-divided again according to sex large and little readers, country and city dwellers, older and younger. The

use of the group as a unit of measurement is the distinguishing feature of the study, which shows how the interests of several different groups compare on the same topic; how they compare in respect to several related topics. The general field of biography is far less interesting to the sixteen selected groups than many other fields of the same scope.

For all groups the authors recommend:

1. That book publishers experiment with non-fiction on subjects of interest to men and women of limited schooling, since the interests of such groups, who now read few, if any non-fiction books are no less marked than those of college graduates. Furthermore, readable books on the topics of major interest to groups having no more than high school education are believed to be scarce.

2. That similar use of the data be made by public libraries and other agencies for adult education. The evidence is clear that large numbers of adults, whose schooling amounts to high school graduation or less, are eager to read upon at least a dozen socially important subjects on which readable books exist.

3. That college librarians and college curriculum authorities provide readable books and magazine material on subjects not covered by courses of instruction open to all students of each sex but subjects in which students of each sex are keenly interested. This recommendation is educationally sound because of the obvious social importance of most of the topics such students prefer as shown by the returns.

4. That similar use of the data be made by librarians and curriculum authorities on the high school level.

5. That the same application be made by college librarians in selecting readings of interest and value to different groups of college alumni.

6. That each agency for adult education—forum, reading circle, night school, correspondence school, radio series, and the like—experiment with offerings on the subjects preferred by a majority of the groups within their respective clienteles. The results should show to what extent preferred subjects, as shown by the findings, are as interesting to here discussed in forums, to study and night schools, to hear about on the radio, and the like, as they are to read about.

Sales Notes

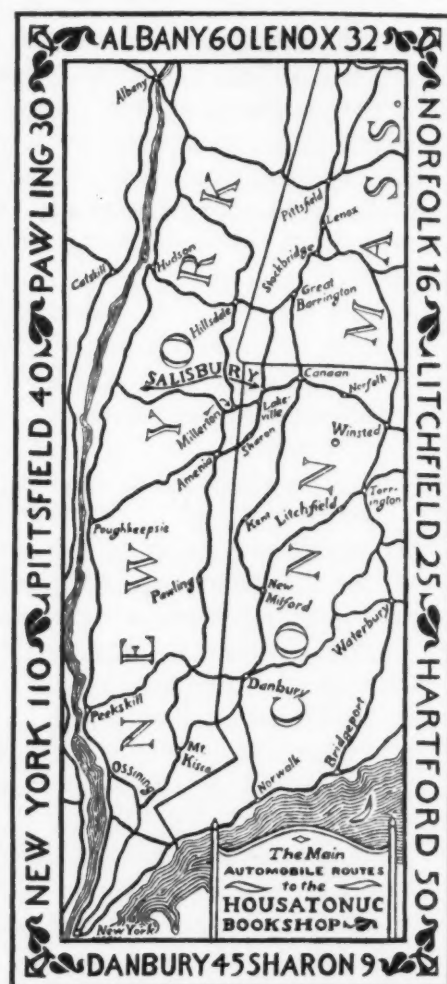
SOME years ago, on the advice of a yachting customer, the Stamford Bookstore, in Stamford, Conn., secured the local agency for the sale of government charts and maps and other aids to navigation. Elise R. Noyes, manager, says that since Stamford is a business center for several yacht clubs, shipyards, etc., she has found the charts to be a very satisfactory side-line financially, besides bringing in new customers. There are no plugs or remainders in charts, for as they become obsolete they are replaced by the government, with full credit to the dealer. The case which Mrs. Noyes had built to hold the stock of charts serves as a counter for books on boats, voyages and navigation. The near-by wall is papered in dark blue as a background for ship prints and small ship models. This year the Bookstore is adding the simple instruments for navigation. A "Sailor's Bookshelf" is also being mailed out to yacht club members and a handsome poster provided by the government is being distributed.

"The Sailor's Bookshelf" of "recent useful and readable books for sea-lovers" is a small one-fold brochure, printed on a light green paper. Its simplicity and business-like appearance is very effective. The order blank is printed on the back page.

Below is a sample of the listing:

Ships	
Schoettle—Sailing Craft	\$12.00
McKay—Some Famous Ships and and their Builder	7.50
Dow—Sailing Ships of New Eng- land	7.50
Grant—Sail Ho!	5.00
Davis—Ships of the Past	12.50
Lubbock—Downeasters	10.00
Cutler—Greyhounds of the Sea ..	15.00
Anderson—Sailing Ships	3.50
Chatterton—Sailing Ships and their Story	5.00
Holland—Historic Ships	4.00
Navigation	
Cugle—Navigation	\$ 6.00
Hosmer—Navigation	2.50

Bowditch—Navigation	2.25
Sterling—Small Boat Navigation.	1.00



THE HOUSATONIC BOOKSHOP at Salisbury, Litchfield County, Connecticut was opened during the summer of 1930. The Bookshop occupies an old house near the convergence of the Under Mountain Road and the Jonathan Trumbull Highway. It endeavours to maintain the standards of a good metropolitan shop in the quiet atmosphere of a Connecticut town.

Catalogues are issued regularly and are sent post free on request.

Maurice Firuski's bookmark

Nachtrieb & Company in Toledo have hit upon a happy little scheme for keeping in touch with customers during the summer. It's done through the rental library. The bookshop solicited business for the rental library vigorously, holding out as an inducement the ease with which customers could borrow from the library while out of town. The inducement proved potent. In some cases the customer has specified what books he wanted sent; in other cases the matter is left to the discretion of the shop. Summer addresses are of course obtained, as are the dates to be covered and the number of books to be sent periodically. When the books are sent they are packed in containers stout enough for their return. With each book or books Nachtrieb encloses a sheet of wrapping paper, a stamped self-addressed parcel-post label and the latest copy of the *New York Times Book Review*. R. F. Nachtrieb says that he discovered the stamped return label to be a very effective trick. As a result of this rental library scheme, the shop has far more rental library borrowers than it has ever had before, as well as a valuable mailing list of vacation addresses.



Knopf supplied Ruth May, manager of the Doubleday shop in the Barclay Hotel, New York City, with a large reproduction of a page from *Everyweek Magazine* featuring "Among the Nudists." Miss May tacked it up on the wall and says it helped a great deal in selling the title. The climax of the sale came when a gentleman of the clergy came in, solemnly read the page, looked over the book, bought it and departed with the remark, "The goings-on in Germany are terrible, aren't they?" Miss May suggests that the Helen Hokinson drawing, "So You're Going to Buy a Book!", which forms the cover of the Minton, Balch fall catalog, if enlarged, would make an excellent window poster.

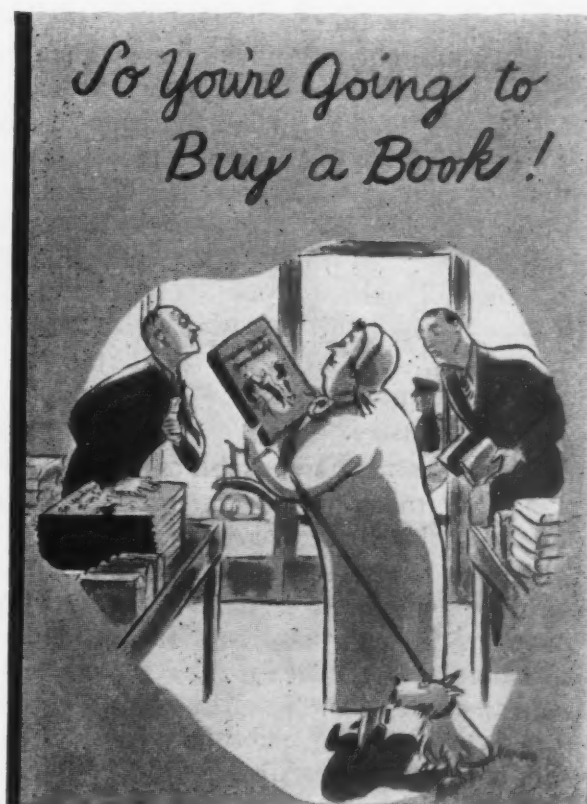


Maurice Firuski's Housatonuc Bookshop in Salisbury, Conn., distributes a really satisfactory map-bookmark which we here reproduce. Firuski published a short while ago a brief list entitled "A Selected List of Some Recently Published Books With a Brief Note on Certain Standard Editions Always Kept in Stock." The introduction

to this list is a good example of what can be done by the small, intimate shop to create a list "atmosphere" without offending. It reads: "It may be argued that a Bookseller must have no opinions; that his shop is of value when it has on hand what is asked for. Literally, this is impossible for the small shop and especially for those who in conscious madness or in defiance of the times prefer to do business in the country. 'There is a pleasure in being mad, which none but the madmen know.' And so it becomes a compromise between arbitrary, personal selection and the local demand. The results are interesting. Among the number of books always kept in stock at the Housatonuc Bookshop the following are typical."



As to picture books for children, there is no doubt that displaying them in a special rack, or open case, half sells them. Esther Nowlin has recently obtained one for the Juvenile Department in Dutton's Bookstore and says that picture book sales soared at once.



The cover of the Minton, Balch fall catalog, if enlarged, would make an excellent window poster, says one bookseller

What Did the Convention Do?

Ellis W. Meyers

Executive Secretary of the A.B.A.

THE discussions and resolutions of the Philadelphia Convention provided material for the following program of activity:

1. *Stock Control.* A method for providing complete knowledge of merchandise on hand, buying possibilities for the succeeding month, and "histories" of every item and author. It was brought to the attention of the meeting by a member who operates it successfully, and who described that operation and offered suggestions for starting it in other bookstores. A summary of the preliminary steps has already been sent to every member, and a request for additional information has gone to all booksellers who have a similar system so that further information may be provided.
2. *Reprints.* Careful discussion of this subject under the chairmanship of O. H. Cheney brought out some important points, and found the booksellers ready to accept the Cheney report on this subject. The Joint Board has received the recommendations of the convention and has taken them into consideration. An agreement of the Joint Board in this matter will lead to recommendations to publishers and booksellers through the executive committees of both trade associations, and, in all probability, a uniform practice will be adopted by the industry.
3. *Mail Order Advertising.* Plans that are today proving effective for individual booksellers were explained by those who have successfully operated mail order campaigns from the bookstores. This material is being used as a foundation for further investigation into this type of work and the executive office has solicited the aid of several of the publishers in the preliminary survey. A real test, with carefully checked results, will be made during the fall in order to find out whether mail order advertising can be made to pay and the results will be broadcast to all A.B.A. members.

4. *Lowered Costs.* Booksellers attending the convention unselfishly explained their methods for reducing overhead expenditure to a minimum. The executive office is constantly adding to this information which is made available to all members.

5. *Uniform Accounting Methods.* The systems in vogue at such stores as the Old Corner Bookstore, the Stewart Kidd Company and others were explained. The Association is working with O. H. Cheney who is devoting considerable time to the methods used in bookstores and it is expected that there will be devised a simple system of record-keeping that will be inexpensive and useful to all bookstores.

6. *Publication Dates.* The convention recorded its desire to have all booksellers observe publication dates and every member of the Association is being asked to pledge himself to do so.

7. *Advertising Practice.* The convention asked, for the benefit of all booksellers and the publishers, that jackets, displays and advertising of every type be written so that it is *informative*. The bookseller wishes to have complete information regarding each title in order that it may not find its way into the hands of a customer for whom it is not intended, and has earnestly requested that the publisher's advertising be utilized for that purpose. The members of the Association believe that this will receive a favorable reaction from the public.

8. *Satisfied Customers.* The convention recorded its approval of some plan (to be worked out in detail by the Board) that will enable the bookseller to guarantee a certain amount of satisfaction to his customers. It was the consensus of opinion among booksellers that customers are being lost entirely, or that "buyers" are being turned into "borrowers" because of the fact that a portion of the publishing output is not of the quality that bookbuyers demand. The "guaranteed books" plan was presented

as a means of eliminating this condition. It is felt that this plan will lessen the "sales-resistance" by re-establishing the confidence of customers in the store and the books we have to sell.

The A. B. A. This is a trade association organized for the purpose of establishing sound trade practice, planning methods for increasing sales, and aiding its members in the operation of their individual businesses.

It meets each year in order to discuss conditions in the industry, and to formulate methods for improving them. Its executive office was opened so that the work of the annual convention might be continued throughout the year. The officers and members feel that the program outlined by the convention will produce positive results and justifies the time and energy spent in building and operating the Association.

Los Angeles Booktrade News

Phil Mackenzie

FACTS about the rare book business in Los Angeles gleaned from Ernest Dawson of Dawson's Book Shop may be summed up in a few sentences:—

That during the twenty-six years Dawson's has been operating the banner year for both volume and net profit was 1930. That this business evinced itself in a gradually increasing volume from the first of that year. That the first four months of 1931 have equalled the first six of 1930. And lastly and most interesting is the fact that the clientele responsible for this business is entirely new.

Considering general business conditions this might appear rather miraculous but Mr. Dawson has a logical explanation for it. He attributes it to a highly specialized sales staff, each member of which is an authority in his particular line, and a balancing cost and sales price system which keeps books at salable prices regardless of cost.

Mr. Dawson has recently returned from the East, during which buying trip he purchased approximately fifty thousand dollars worth of rare books—mostly first editions and Americana. Geraldine Kelly of his staff is now in Europe where she is authorized to buy first editions of English Literature, Incunabula, fine bindings, and early printings. All of which goes to explain Mr. Dawson's firm belief in the continued success of his plan.



The oldest bookselling establishment in the city and one which is particularly

unique in that it is still operated by its original owner is that of J. W. Fowler Bros. Founded in 1888 it has since then specialized in Bibles, of which it carries 800 varieties, and in medical books. It is interesting to note that the recent business depression has neither increased nor decreased the yearly sales of Bibles. They are still best sellers and have been according to Mr. Fowler, since he first began selling them here 43 years ago.



Autographs of the great and near great are evidently sources of interest to the buying public of Los Angeles, and news of the sale of one of the rarest autographs of its kind comes from the shop of Dollman & Reynolds, 3331 Wilshire Blvd. It is that of Button Gwinnett, a signer of the Declaration of Independence, whose signatures are exceedingly scarce.

Out of a highly diversified stock which ranges from ancient manuscripts and valuable old books to the newest efforts of modern authors, Mrs. Dollman of the firm reports the interesting fact that books in limited editions and the latest novel of crime detection vie for first place in the favor of her exclusive clientele.



An interesting experiment is being made on the students of the University of Southern California through the Student Store Book-Shelf.

There has always been some question as to whether the average student is sufficiently interested in the cultural side of

education to warrant much expenditure on the part of the store on books. Recently, however, under the sponsorship of Professor Frank C. Baxter of the English department and Catherine Glover of the Book-Shelf, weekly exhibits of old manuscripts and books belonging to various collectors among the faculty are being placed in the show-cases. At the same time surrounding cases are filled with modern books pertaining to the subject.

A remarkable interest is being shown by the entire student body, and the increase in book sales is causing that department of the store to increase rapidly in size and equipment. Interest shown in the project by A. Edward Newton, who spoke a few weeks ago in the university auditorium, probably helped to acquaint the large crowds attracted by the lecture with this department of the store.



Los Angeles department stores are finding bookselling profitable, and the May Company, one of the major shops of this kind in the city, reports that its book department ranks as one of the highest paying sections of the store.

Mary Perks has built up a really fine bookselling business, and under her direction the rental department has become one of the best in the United States. A recent check-up shows that an average of 4,000 books per day are rented. Miss Perks, after surveying the year's sales, states that the volume of books sold so far this year fully equals that of 1930 but in general those being bought are the cheaper ones. An increase in the demand for dollar editions is also noticeable. The best seller of the month in this store was Culbertson's "Bridge." The great popularity of this book has forced others on the same subject to go on sale.



Stanley Rose Inc., of 1625 Vine Street, Hollywood, recently published an essay by H. L. Mencken—"Lo, The Poor Bookseller"—for gratis distribution. It not only served as valuable institutional advertising, but provided an authentic first edition of Mencken, and an item bearing the Rose imprint and address that would always be kept on the collectors' shelves. Copies are in demand, and requests for them come in daily from all parts of the country.

Customers' Choice

RUTH MAY is selling a goodly number of copies of Stefan Zweig's little book, "Amok" (*Viking*), in the Doubleday shop in the Barclay Hotel, New York. "Amok" seems to be the extra steamer gift extraordinary here. Miss May says that Colette's latest, "Young Lady of Paris" (*Boni*), is just the thing for the sophisticate who "wants something light." She has sold close to 50 copies already.



We follow with gaping interest the career of "The Shiny Night" in the Channel Bookshop. Harriet Anderson tells us that 200 copies have now been dispersed. Twenty-five more are on the way. Miss Anderson guaranteed "The Shiny Night." Only two copies were returned.



Channel has just completed what seems to us to be one of the most fascinating of jobs—namely, assembling a library for a

yacht. There are reference books, books on art, on sailing, how to get to Bali-Bali, fiction, everything. There's even something on Zanzibar.



You can get almost any item relating to salt water from Alfred W. Paine, bookseller at 7 E. 12th Street, New York City. This gentleman is rapidly developing what will be New York's only bookshop devoted exclusively to maritime subjects. Paine has recently published a "Catalogue of Books Relating to Salt Water."



A bookseller friend of ours has been considerably amused by one customer who says that the only adjective to use in connection with Stopes' "Married Love" is *arch*.



"Married Love," by the way, is continuing its court career. *The Eugenics Pub-*

lishing Company has filed a complaint in the United States District Court, Southern District of New York, against G. P. Putnam's Sons' publication and distribution of the book. Eugenics claims to own the American publication rights.



"The Sixth Journey," Alice Grant Rosman's latest, from Minton, Balch, has had an advance sale of 40,000—the largest Rosman advance. Baker & Taylor and the American News Company have substantially increased orders on it. Extensive advertising accompanies publication.



We tried to get the facts on the matter of the *Viking* car ads which appear in Westchester and Long Island commuters' trains. So far as we know, this is the only recent book advertising of its kind. *Viking* says results are hard to trace. The books advertised are good sellers anyway. But the publishers still think it's a good idea. A lot of people see the ads.



The business-man demand at present seems to be, "Business Adrift," "The Nemesis of American Business" and "a book on Russia." "Pan-Sovietism" from Houghton and two titles, "Red Villages: The Five-Year Plan in Agriculture," "The Success of the Five Year Plan," both from International Publishers, are recent works on the subject.



On June 18th in the New York *Herald Tribune*, Macaulay ran the "Virtue Ok'd" ad (see the *Weekly* of May 23rd) on Lois Bull's "Broadway Virgin." 600 copies of the book were bought that day.



Viking has set a final date on "Alexanderplatz, Berlin," overdue now since last spring. September 4th is the announced publication date. The book will come in two volumes at \$5.



We so often hear booksellers say, "If I like the book I can sell it." Maybe we all ought to like more books. A new enthusiasm might be "Four Handsome Negresses," to be published by Cape & Smith in July. It's an account of what happens to four Negresses in darkest Africa as they undergo a Christianizing process. It has, we are



John Drinkwater's "Life and Adventures of Carl Laemmle" (Putnam) is a best seller in the Hollywood Book Store.

told, an appeal comparable to Richard Hughes' "The Innocent Voyage."



Moss & Kamin, booksellers in New York, have had considerable success with literary forums. This last season they held a series of fortnightly lectures. Audiences averaged 450. The Lynd Ward lecture sold close to 100 copies of "Mad Man's Drum." Rupert Hughes' "No One Man" received a tremendous boost from the Hughes' lecture, and so on. Moss & Kamin plan to continue the lectures next winter, at the Barbizon-Plaza.



R. F. Nachtrieb of Nachtrieb & Company in Toledo says of Rothenstein's "Men and Memories" (Coward-McCann): "I rather suspect that 'Men and Memories' will sell as well with our clientele this fall as 'San Michele' did last fall. It is an extremely satisfying book and one that can safely be recommended for a variety of tastes."



We dropped into the Thousand Dollar Bookshop the other day to see how things were going. "Of course, it's not an exhausting job," they said. "We don't have

browsers." They have a \$4,000 Chipendale bookcase with one or two books in it just for the looks of the thing. But the greater part of the stock isn't kept in the shop.



Kathleen Shepard's "Working Girl," published by the *Mohawk Press*, has been bought by Paramount, a month after publication.



Last week's *Little, Brown* ad giving the "Plain Facts" about the summer and fall list, with the firm's judgment as to each title's probable sales this year, is the blurbless kind of ad we would like to see more of. We are in receipt of a note from the *Penn Publishing Company* which is also encouraging. It reads in part: "In each and every case the *Penn Publishing Company* blurbs on jacket flaps are used only and exclusively to give the prospective buyer a brief synopsis of the character of the story or a clear description of the contents of the book."



Margaret Ayer Barnes has completed the last chapter of her new book "Westward Passage." *Houghton* will publish it later in the year.



Harold Nicholson has succeeded the late Arnold Bennett as literary editor of the *London Evening Standard*.



"The Good Earth" (*Day*) keeps progressing. The total sales for May exceed those for April, as April had exceeded March.



The Hebrew University at Jerusalem is going to publish a number of books on Palestinian history and archaeology. *Bloch Publishing Company* in New York City is sole agent for the sale of these books in the United States. A list of books may be obtained from Bloch at 31 West 31st Street.



A unique travel slogan which we noticed recently in a Fifth Avenue bus was on a poster ad of the Scribner Book Store. The ad began, "Read your way around the world," and went on "Books of all publishers at the Scribner Book Store. All buses stop at the door."

Wm. Collins Sons & Company in New York received an order for 100,000 copies of a Bible, from Selfridge, large London department store. This is supposed to be the largest single order ever placed. Previous to this the same store ordered 10,000 copies of the Bible, all of which were sold in six weeks.



Archer Butler Hulbert has won the \$5,000 *Atlantic Monthly-Little, Brown* competition for the best new book, not fiction, dealing with the American scene. Hulbert's book will be published in October and is called "Forty-Niners." Hulbert is professor of history and director of the Stewart Commission on Western History, Colorado College, Colorado. 500 manuscripts were submitted in the contest.

Prizes Awarded to Booksellers

THE John Day Company has awarded prizes to booksellers for the best letters in response to the question: Why is "The Good Earth" both a best seller and "the best novel of the year"? The contest closed June 1st. The first prize of \$50 was won by Ruth A. Silliman, of Their Book Shop, Colorado Springs. The second prize of \$30 was won by Virginia McGarrah, of Miller's Bookstore, Atlanta. The third prize of \$20 was won by Ada W. Hartman, of Harry Hartman, Bookseller, Inc., Seattle. Honorable mention was awarded to Carolyn Coggins of George W. Jacobs & Company, Philadelphia; Mary Virginia Kagey of The Student Book Shop, Lynchburg, Virginia; Ward Macauley of Macauley's Bookstore, Detroit; Lenore Glen Offord, of David Magee, San Francisco, and David A. Randall, of The Brick Row Book Shop, New York City. Each of these booksellers receives a presentation copy of "The Good Earth."

Winston Dictionary Receives High Tributes

THAT "The Winston Simplified Dictionary," Encyclopedic Edition, as a product has brought prestige to the city of Philadelphia was the opinion of the judges in the Philadelphia Advertised Exhibition held at the Bellevue-Stratford Hotel, June 1, 2 and 3, under the sponsorship of the

Philadelphia Business Progress Association. Honorable Mention was received in the Products and Trademarks Section. Third Prize in the Direct Mail Advertising Section also was awarded to The John C. Winston Company for its advertising literature describing "The Winston Simplified Dictionary," prepared for distribution by dealers. There were 102 national advertisers exhibiting their products and their advertising, including such concerns as Pennsylvania Railroad, John B. Stetson and Company, and the Curtis Publishing Company. 1,548 pieces of advertising were considered by the judges. The awards to The John C. Winston Company were presented to Charles F. Kint, Jr., Advertising Manager, by Charles Blum, President of the Poor Richard Club. Mayor Mackey of Philadelphia was among the speakers.

Oxford Plans History

THE Oxford University Press announces that plans have been made for the preparation of "The Oxford History Of England." When completed this will form a continuous history in fourteen volumes from the earliest to the most recent times, embodying the results of modern research. Not only political and constitutional subjects will be treated, but due attention will be paid to social and economic history and to the history of ideas and of the arts and sciences. Each volume will be by a separate author, and among the contributors will be R. G. Collingwood, Professor F. M. Stenton, A. L. Poole, Professor E. F. Jacob, Professor J. D. Mackie, Professor J. B. Black, Godfrey Davies and Professor G. S. Veitch. The general editor of the series will be G. N. Clark, author of "The Seventeenth Century."

Contact Editions in America

MOSS & KAMIN, New York booksellers, are now managing Contact Editions. For several years in Paris, Contact Editions (Three Mountains Press) published books of unique, documentary, psychological and literary worth, under the editorship of Robert McAlmon. Among Contact Editions have been books by Ford Madox Ford, Ernest Hemingway, Ezra Pound, William Carlos Williams, Ger-

trude Stein, Edwin M. Lanham, Mary Butta, and H. D. Contact Editions will now be produced in this country. They appear always in limited editions. On July 1st Moss & Kamin will open a new bookshop and publishing offices in the Barbizon-Plaza. There will also be a new rental library in the lounge of the hotel. "The Dream Life of Balso Snell" by Nathanael West is the first American produced Contact Editions. William Carlos Williams' "A Democratic Party Poem" will appear during the summer.

Gold Label Books, Inc.

GOLD LABEL BOOKS, INC., with offices at 381 Fourth Avenue, has been organized by Macaulay to issue non-fiction books that have established a reputation, at a dollar retail. Gold Label Books will not be issued in uniform style and size. The size will be identical with that of the original edition, and every other detail of format will be identical.

The publishers will begin by issuing ten titles. They include: "My Pious Friends and Drunken Companions" and "More Pious Friends and Drunken Companions" by Frank Shay; Dr. Joseph Tenenbaum's "Riddle of Sex"; Louis Madelin's "Figures of the Revolution"; Fritz Wittels' "Critique of Love"; "The Bankruptcy of Marriage" by V. F. Calverton; "Songs My Mother Never Taught Me" by Lieut. Jack Niles; "Beware After Dark!" edited by T. Everett Harre; "Chicago May, Her Story," by Herself (May Churchill Sharpe); "Master Man-Hunters" by Joseph Gollomb.

Communications

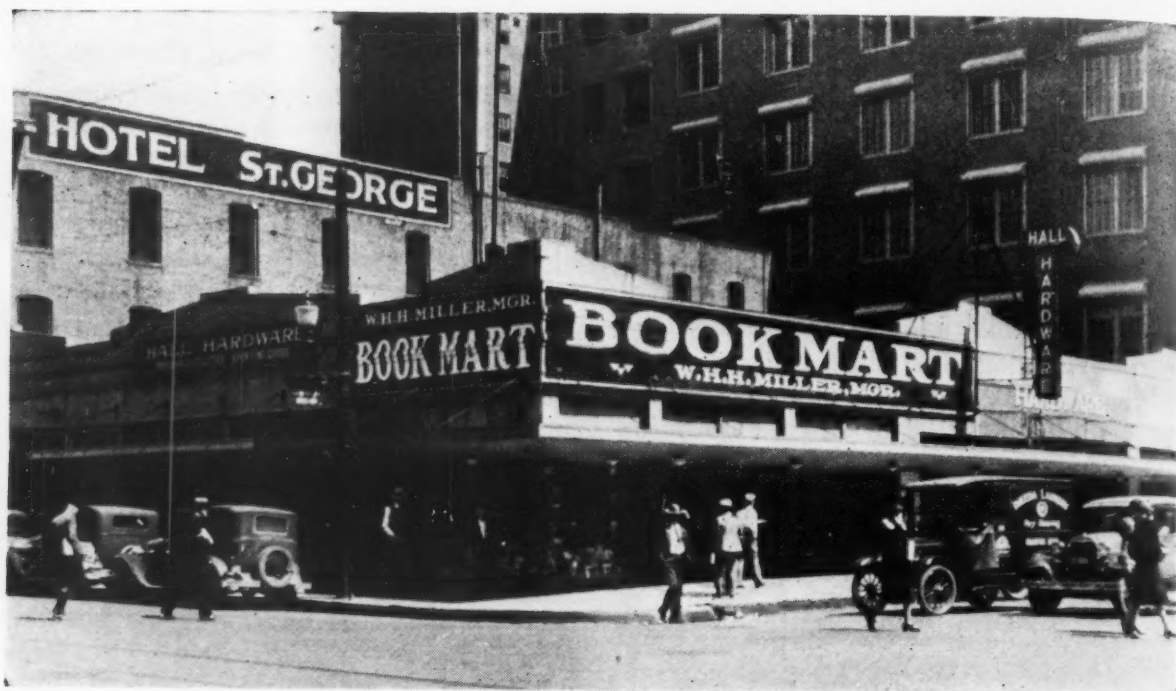
THANK YOU

The Booksellers' Association,
San Francisco Bay Counties.
May 20, 1931.

Editor, *Publishers' Weekly*:

It is my pleasant duty to convey to you a vote of thanks taken at the regular May meeting of this Association for your excellent report of the recent convention of the Western Division of the American Booksellers' Association.

Your lucid and complete account of convention activities forms a valuable record



The newest bookshop in Houston, Texas

for all of us, and extends enormously the sphere of influence of such a gathering. The fact that you have taught us to expect such service from the *Publishers' Weekly* does not lessen our appreciation in this particular case.

DAVID LAMSON, *Acting Secretary.*

"PREFERRED QUALITY MAGAZINES"

Current History Magazine.

June 18 1931.

Editor, *Publishers' Weekly*:

In the issue of June 6, of the *Publishers' Weekly*, there appeared an article, "How Large Is Our Book-Reading Public?" by Maxwell Aley. In the course of the article, Mr. Aley discussed the popular magazine, dividing the group into subdivisions, one of which he refers to as the "Quality Group" in which he included *Atlantic Monthly*, *Harper's Magazine*, *Scribner's Magazine*, and *American Mercury*.

I wish to call your attention to the fact that at present there is no "Quality Group." The original "Quality Group" which included *Atlantic Monthly*, *Harper's Magazine*, *Scribner's Magazine*, *Golden Book*, *Review of Reviews*, and *World's Work* was superseded some time ago by the "Quality Three" composed of *Harper's Magazine*, *Scribner's Magazine*, and *At-*

lantic Monthly. Within the last year there has been formed the "Preferred Quality Magazines" a group name, which includes *Atlantic Monthly*, *Harper's Magazine*, *Scribner's Magazine* and *Current History*.

LEONARD DREW, *Business Manager.*

A FAKE TELEPHONE MESSAGE

Duttons, Inc.,

681 Fifth Ave., New York.

June 20, 1931.

Editor, *Publishers' Weekly*:

A telephone call just before five o'clock last night requested our Mr. Grant to go over immediately to Gabriel Wells' office. Mr. Grant called back Wells' office and found that neither Gabriel Wells nor Edgar Wells had telephoned us. It was evidently some scheme to try and get Mr. Grant out of the shop just before it closed, so some confederate would have more opportunity of trying to steal some of the old books.

I am passing this on to the other booksellers in case they get a similar telephone call.

H. C. SMITH.

Business Notes

ATLANTA, GA.—Southern Book Concern, Inc., 71 Whitehall St., moved June 8th. The new address is 109 Whitehall St.

BALTIMORE, MD.—The Medical Branch of The Peabody Book Shop has moved from 402 N. Broadway to 1828 E. Monument St. (Opposite The Johns Hopkins Hospital). The main shop is still at 913 N. Charles St.

BEVERLEY FARMS, MASS.—"The Bookcase," circulating library. Mrs. John T. J. Clunie and Mrs. Malcolm Macdonald are the proprietors. Was opened May 15th, with books for sale.

BIRMINGHAM, ALA.—The Studio Book Shop has moved from 408 North Twentieth Street to 1916 Third Avenue, North.

BOSTON, MASS.—The Meador Publishing Company has removed from 27 Beach Street to 470 Atlantic Avenue.

CHICAGO, ILL.—The Book Cellar, 157 E. Ontario St. Out of business.

FORT WORTH, TEXAS.—The Old Book Store, at 413 Main St., has just been opened. The shop will handle books of all publishers, both new and used, and will specialize in rare Texas and Western Americana. Henry W. Gammel is the manager.

HOLYOKE, MASS.—Hampshire Bookshop Branch, The Tavern, was discontinued on June 1st.

HOLYOKE, MASS.—The Treasure Chest, The Tavern, on Northampton St., Doris Ramage and Dorothy Morse, props., opened June 20th. It is a circulating library and has books for sale. (Former location of the Hampshire Bookshop branch).

INDIANAPOLIS, IND.—J. H. Chapman, old and rare book dealer, is out of business.

KANSAS CITY, MO.—Kline's department store opened a "Modern Book Nook" May 10th. Stock consists of general books, children's books, and circulating library.

LONGMONT, COLO.—Longmont Book & Stationery has been purchased June 15th, by H. M. Deaver. It is a gift shop with a rental library.

MILWAUKEE, WISC.—The Milwaukee Book Shop, Inc., 723 N. Milwaukee St., is out of business.

MILWAUKEE, WISC.—The Krow Gift Shop, 3921 W. North Ave., Elmer Krohn, prop., recently added a rental library.

MINNEAPOLIS, MINN.—Blanche Dunaway has moved from 5452 Ellis Avenue, Chicago, Ill., to 2700 Bryant Avenue South, Minneapolis.

NEW YORK, N. Y.—Riverside Bookshop, 244 W. 72nd St. George T. Galanis. To open June 15th. General books for sale and circulating library.

NEW YORK, N. Y.—Silver Tower Bookshop, Chrysler Building, Lexington Ave., and 42nd St. Mrs. Florence Carey. Opened May. General books for sale and circulating library.

NEW YORK, N. Y.—The Book Studio, 87 Fourth Ave. Moved. New address 102 Main St., Flushing, N. Y.

NEW YORK, N. Y.—Biblowitz & Tanner, 229 E. 14th St., dealers in second-hand books and modern first editions will henceforth be known as Biblo & Tanner.

NEW YORK, N. Y.—Joan Peters Books, a partnership of Samuel A. Peters and Joan C. Peters, has moved from 128 South Seventh to 60 Greenwich Avenue.

NEW YORK, N. Y.—Molly Tulchin, formerly in the Paramount Building, is now located at 37 West 46th Street.

NEW YORK, N. Y.—Rental Library & Book Shop, 2485 Creston Ave., M. J. Creaven, prop., opened in March.

NEW YORK, N. Y.—London Terrace Book Shop, 219 Ninth Ave., will open July 1st. It will have a circulating library and books for sale. Mr. H. Martin is the proprietor.

OAKLAND, CAL.—Dalton Brothers, Barber Branch, 422 - 15th St. have closed. Permanent address 467 - 12th St.

ST. PAUL, MINN.—E. M. Lohmann Co., 385 St. Peter St., has moved to 413-417 Sibley St.

TORONTO, ONT.—Bookcraft Limited has opened a retail bookstore at 516 Yonge Street, including a lending library.

Changes In Price

CHARLES SCRIBNER'S SONS

Cameron: "Songs Of Sorrow And Songs Of Praise" from \$2.25 net to \$2.75 net.
"Modern World Series" from \$3.00 to \$5.00.
Gwynn, "Ireland"; Gooch, "Germany"; Hardy, "Norway"; O'Hara, "Russia"; Chirol, "India"; Toynbee, "Turkey"; Inge, "England."

BRENTANO'S

Poe's "Tales of Mystery and Imagination" reduced to \$5.00.

D. VAN NOSTRAND COMPANY, INC.

"A Textbook of Organic Chemistry" by A. Bernthsen. \$4.00.

ALFRED A. KNOPF, INC.

"Brimstone and Chili" by Carleton Beals has been reduced from \$5.00 to \$2.50.

May Book Production

Monthly Statistics of New Book Titles Compiled From The Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	May, 1931			May, 1930	5 mos. 1931	5 mos. 1930
	New Books	New Editions	Totals	Totals	Totals	Totals
Philosophy, Ethics	19	5	24	34	148	140
Religion, Theology	67	8	75	84	360	383
Sociology, Economics	49	7	56	48	232	216
Law	4	4	8	7	28	34
Education	23	—	23	22	105	101
Philology	23	5	28	23	122	85
Science	48	6	54	40	185	203
Technical Books	33	10	43	50	143	147
Medicine	25	9	34	30	140	132
Agriculture, Gardening	9	6	15	7	37	32
Domestic Economy	3	2	5	10	21	29
Business	16	2	18	25	82	104
Fine Arts	15	—	15	23	71	97
Music	4	2	6	5	36	28
Games, Sports	10	—	10	7	59	46
General Literature	25	5	30	38	188	236
Poetry, Drama	46	9	55	71	297	310
Fiction	93	75	168	145	932	988
Juvenile	62	8	70	56	292	218
History	44	4	48	29	201	179
Geography, Travel	29	6	35	34	167	159
Biography, Genealogy	57	3	60	84	312	367
Miscellaneous	4	2	6	1	30	24
Total	708	178	886	873	4188	4258

For May, 1930, the totals were:

New books	717	New editions	156	Total	873
Decrease of	9	Increase of	22	Increase of	13

Totals for 5 months, 1931, show a decrease of 70 from totals of 5 months 1930.

Children's Books

A Special Department

Elizabeth Coatsworth and Her Books for Boys and Girls

Mary Gould Davis

Supervisor of Story-Telling, New York Public Library

IN her "Fox Footprints" there is a little poem of Elizabeth Coatsworth's that seems to strike the key-note of her books for boys and girls. It runs like this.

"I have seen lovely sights in far-off places
Whose very names with sandalwood are
sweet,
And lure the tongue until it must repeat;
Canton, and Bangkok on its marshy
spaces,
Kyoto filled with children's flower-like
faces,
And all the marvel of a Peking street,
And burning Kilauea at one's feet,
And Singapore, the meeting-place of
races.

So having seen, I say; Beauty is one
And needs no journeying nor far emprise,
Across all things its gracious tendrils run
And flower unnoticed by our casual
eyes—

The apple tree that blossoms in the sun
Is not surpassed by all of Paradise!"

In all her stories for children you feel the wanderer's keen curiosity to see the thing that lies just beyond the horizon and you feel, too, the sense of form and color that seeks beauty everywhere and finds it in the most unexpected places. Miss Coatsworth comes from New England and, although in many of her books she travels far away from it, there is a quality in her work that shows this tradition.



Elizabeth Coatsworth has just been awarded the 1930 Newbery Medal for "The Cat Who Went to Heaven"

In her first book for children—"The Cat and the Captain"—the Captain has come home from his voyages and has settled down with the Cat and with Susannah, who, "was little and old and black and wore on her head a big, red bandanna." That the heart of the Captain is still at sea is shown by his daily trip to his ship, the "Lively Ann," moored at the dock only a short walk from the little house where the three of them live. His orders to the Cat and to Susannah are extremely nautical and he obviously thinks that he rules them as he ruled his crew. But it is really the Cat who dominates the household.



The Cat Who Went to Heaven

By Elizabeth Coatsworth

Illustrated by Lynd Ward

Awarded The John Newbery Medal, 1930

This perfect gift book for boys and girls and grown-ups tells the story of a kind-hearted old housekeeper, a young artist, and a most humble and lovable little cat. Set in Japan, it gives the essence of the Japanese attitude toward life, art, and worship, in a simple, moving story. The picture above is one of the many lovely illustrations. It shows the cat who played such an important part in the life of the artist and housekeeper.

The John Newbery Medal has been awarded for three years in succession to books published by The Children's Book Department of the Macmillan Company. Last year *Hitty* by Rachel Field was awarded the Medal, the year before *The Trumpeter of Krakow* by Eric P. Kelly. Now *The Cat Who Went to Heaven*, which has already been so warmly welcomed by reviews, librarians, boys, girls and grown-up readers, has been chosen by The American Library Association as the best contribution to children's literature for the year 1930. Price \$2.00

THE MACMILLAN COMPANY

New York
Chicago

Boston
Dallas

Atlanta
San Francisco

As a poet and short story writer, Miss Coatsworth has made a name in the field of adult writing. For young readers, her stories have grown out of her travels all over the world. Each includes her love of strange people, her love of animals, and also, inevitably, some delightful bits of her poetry. In private life, she is Mrs. Henry Beston, of Hingham, Massachusetts.



Other Books by Elizabeth Coatsworth

KNOCK AT THE DOOR *Illustrated by Francis Bedford*

A delightful fairy tale of a small boy whose father was human and whose mother was a fairy. To be published this fall. \$2.50

THE CAT AND THE CAPTAIN

Illustrated by Gertrude Kaye (The Little Library)

A fine cat story, which includes Susanna, the black cook, and a grand old retired New England sea captain. \$1.00

TOUTOU IN BONDAGE *Illustrated by Thomas Handforth*

Story of a little dog lost in Morocco, who won fame in the market place as a trick dog. \$2.00

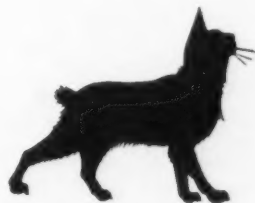
THE SUN'S DIARY *Illustrated by Frank MacIntosh*

A book of days, with verse and prose, making an almanac for any year, with space to write in yourself. \$2.00

THE BOY WITH THE PARROT

Illustrated by Wilfrid S. Bronson

A story of Guatemala, the adventure of an Indian boy of today, his journey over the mountains with his friend the parrot. \$1.75





"The Sun's Diary"

"The Cat picked his way across the yard, shaking the wet off his feet, for it had been raining....He climbed up the lilac bush. He knew just where to put each small paw, just how much spring to give, and how deep to stick his claws in the bark. He did everything beautifully." He and the Captain evidently understood one another thoroughly.

"Well, well, there you are, hey?" and he opened the door and waited for the Cat to come in. But the Cat only looked at him. He was being provoking.

'Don't you want to come in?' asked the Captain.

The Cat still looked at him.

'All right,' said the Captain. 'If you won't, you won't, my lad.' And he started to shut the door. But before he could get it shut the Cat came in."

The relationship between the Cat and Susannah is not quite as satisfactory. Susannah obviously disapproves of him and does not dare to say so. And it is equally obvious that the Cat delights in tormenting



"Toutou in Bondage"

her. Miss Coatsworth has a well-defined sense of humor. The scene where the Cat proves himself a hero and Susannah wholeheartedly sings his praises is both logical and highly amusing.

In "Toutou in Bondage" we go farther afield—to Casa Blanca first and then to the Moroccan City of Marrakesh. We do not, however, leave the sense of humor behind us! The walk of the fat and much-spoiled little white dog, Toutou, with his French master and mistress from the dock at Casa Blanca to the hotel, is brimming over with fun. Later on we feel a little sorry for Toutou—when the donkey kicks him and the monkey steals his dinner. But through it all the spirit of adventure, asleep for so long in his plump, over-fed body, is beginning to stir. Every animal-loving child who reads this book rejoices when Toutou, awake at last, refuses to recognize his former mistress and casts in his lot with—

"My monkey, my donkey,
My little dog and me."

His last philosophical remark as we leave him shows that Toutou is a spoiled little dog no more, but a gay adventurer. In these days of easy travel many boys and girls will stop in the harbor of Casa Blanca and drive down to Marrakesh. And they will probably look in the narrow, colorful streets for Toutou and his companions.

One book of Miss Coatsworth's travels very far indeed—as far as the Sun. There is a quality in the little foreword of "The Sun's Diary" that makes us want to read it aloud to a group of boys and girls when spring is looking in through the windows and the stir of new life is in the streets. The choice of quotations for each day in the year shows a background rooted deep in American life and a questing intelligence, wide as the world is wide. We particularly like the sea poems for the first hot days of summer when those of us who know the New England coast think longingly of its color and coolness. We like, too, the odd bits of information that we find here and there.

"Fish migrate like birds. Every spring the alewives or herring come up from the salt water and climb the rivers, forcing their way across shallows and up falls to the fresh water lakes where their eggs

must be laid. Nothing but death stops them."

One needs to have sharp eyes and sensitive ears to follow with Elizabeth Coatsworth the procession of the seasons. We know of one small boy who began his friendship with "The Sun's Diary" by looking up his birthday and the birthday of all of his friends and relations. Now he looks in it for all sorts of things—Ground Hog Day and Armistice Day and the names of the December stars. It is the sort of book that makes a child follow the famous advice of Rikki-tikki-tavi and "Find out"!

In "The Boy and the Parrot" we go to South America and set off with small Sebastian from the village of San Lucas Toliman "into the world." And whatever he sees along the way, we see.

"Then came a barefooted woman with a little pig in harness running in front of her like a dog. But the climb tired its short, fat legs and Sebastian saw her stoop and pick it up, squealing like mad, to carry it under one arm."

Sebastian has many adventures along the way, some good and some bad. He falls in with gypsies and matches his wits against theirs, he stays over night with a kindly old priest and sees the Corpus Christi giants looming up in the dark patio, he runs away from a frightening lame man, and comes home at last with Lora, the parrot, on his shoulder, money in his pockets, a new hat on his head and, strapped to his back, the American sewing machine that is to make his mother the proudest woman in the village. There is a good deal of the feel of Guatemala in the book, and Sebastian is a very real boy with a head on his shoulders and an individual, rather cryptic way of saying things.



"The Cat and the Captain"

It is in "The Cat Who Went To Heaven"—the book that won for Miss Coatsworth the John Newbery Medal for 1930—that the poet in this writer most clearly emerges. The story is all poetry, from the demand of the old housekeeper that the whole household shall keep silence while the master paints—

"Hush, Broom! Be silent as a spider at your tasks.

Pot! Boil softly, a poor woman asks." to Good Fortune's comment on the painting of the swan—

"There is wind under those wings, sir."

It is a treasure to storytellers—this book. Very seldom in modern stories do we find in so marked a degree this "tellable" quality. It has the definite structure, the lucidity of a folktale. It has rhythm marked so that the voice drops naturally in certain places. Each time that the young artist lays down his brush there is the opportunity for the storyteller to use one of the most precious of his assets—the pause. Yet the structure never breaks. It builds surely and swiftly up to the heart of the story when the artist lifts his brush once more—and paints the Cat! The last scene is



"The Boy with the Parrot"

beautifully told. It is, in a sense, an anticlimax. And yet it is very dramatic. We feel the artist's inward satisfaction because he has yielded to his affection for Good Fortune and painted the Cat whom Buddha had not blessed among the blessed animals. We feel his natural, human concern for his name as a painter and for his future career. We see the anger of the priest when he finds the image of the little Cat at the end of the procession and we hear him order that the painting shall be burned. We share with the artist his all-night vigil and hear in the dawn the sound of hurrying feet, the wondering, excited voices. We enter the temple and see in the candle light the miracle—

"For where the last animal had stood was now only white silk that seemed never to have felt the touch of ink; and the great Buddha, the Buddha whom he had painted reclining with hands folded upon his breast, had stretched out an arm in blessing, and under the holy hand knelt the figure of a tiny Cat, with pretty white head bowed in adoration."

So the honor of the artist is saved—and Good Fortune enters Heaven.

The illustrations for this book are espe-

cially interesting. A thoughtful publisher, keenly conscious of the quality of the story, wanted the pictures to look as though the artist had just lifted his brush from them. Lynd Ward has been very successful in giving this "still wet" look to the brush drawings. And there is a good deal of feeling in them. We especially like the swan and the Banyan deer. The procession of the animals, with the monkey in the tree above and the swan with "the wind under his wings" is a fine piece of composition. A "deluxe" edition of this book would be a fascinating venture some day—an edition with the same pictures and a more distinctive type, paper and general format. It is a rare and authentic story and it would be great fun to see it looking as "precious" as it is.

It is a proud moment for us children's librarians when we award the John Newbery Medal. We lay it down at the feet of Good Fortune with the warmest wishes for her continued success. And our wish for Elizabeth Coatsworth? Let it be a long life, an open road and many adventures that she will share with the boys and girls who have in themselves the need to see beyond the horizon.

Fall Juvenile Lists Promise Good Sales

DOES business depression with its enforced cutting down of family expenditures affect the sales of children's books as much as those of adult books? This was the question that we somewhat hastily posed to the heads of the children's book departments of the New York publishing houses, just before they caught their trains to the New Haven convention. We received, in general, most optimistic replies. Nearly all of the publishers are continuing along well established and tried lines, planning their usual output of fall juveniles. No particularly new trends or startling departures from the usual were discoverable. The only general trend at all recognizable is a somewhat increased output of picture books for young children and an increase of imported picture books.

Children's bookstores, too, report bright fall horizons. The managers of children's

bookshops about New York think that book buyers cut down on adult books much more than they do on juveniles. Young Books, Inc., has had a better June this year than last and reports good sales of children's books for summer reading. If sales of children's books are good in the summer, they ought to be even better at Christmas!

But before we go any further along this optimistic line, we must consider a darker side of the picture. John Macrae, Jr., of E. P. Dutton & Co., was the only publisher to sound a distinctly pessimistic note. He stated that Dutton's fall juvenile list included less than half the number of titles of previous years, having been reduced from 32 titles to 14. This was an intentional cut, due to a belief that prospects for the fall are bad, especially for children's books. Mr. Macrae attributes decreased bookstore sales in juvenile literature to business de-

Outstanding Borzoi Books for Boys and Girls... 1931

THE BOX OF DAYLIGHT

By WILLIAM HURD HILLYER

Illustrated by Erick Berry

One of the most fascinating and colorful of the legends of North America. Indian stories of the Canadian Northwest, centering about the hero Tchamsem the Raven, whose adventures are for the first time presented in a form to appeal to the imagination of boys and girls. Ages: 10-14. Published June 5th. \$2.50



GOLDEN TUSK

By CHARLES E. SLAUGHTER. Illustrated by FERDINAND H. HORVATH

An even better story about India by the author of HAHTI-BEE THE ELEPHANT. Ages: 10-14. To be published July 24th. \$2.00

PETER'S VOYAGE

Told and illustrated in color by ELSA BESKOW. English verses by RITA SCHERMAN.

Lillebrors Segelfård has been delightfully translated from Swedish into English verse. Ages: 3-7. To be published July 24th. \$2.00

BENNY AND HIS PENNY

Story and illustrations in color by LOIS LENSKE

Benny's adventures when he goes out in the world to spend his birthday penny. Ages: 4-7. To be published August 21st. \$2.00

TARAS BULBA

By NICOLAI V. GOGOL. Illustrated by ZHENYA GAY

A new edition, beautifully illustrated, of the famous Russian Cossack classic. Ages: 12-16. To be published August 21st. \$2.00

THE IRON HORSE

By ADELE GUTMAN NATHAN and MARGARET S. ERNST. Illustrated with 37 photographs

A history in pictures and brief text of the development of the locomotive in America. Introduction by Edward Hungerford. Ages: 8-12. To be published August 21st. \$2.00

SOMETHING TO DO

By LUELLA LYONS. Illustrated by EDNA REINDEL

Tells how to make fifty-two original things, using simple, inexpensive materials. Written in story form, with clear, helpful illustrations. Ages: 8-12. To be published August 21st. \$2.00



THE HOLE IN THE WALL

Written and illustrated in color by RENÉ D'HARNONCOURT

A humorous, gayly colored picture book by the famous artist of THE PAINTED PIG. Ages: 4-7. To be published August 21st. \$2.00

MADE IN FRANCE

By SUSAN SMITH. Illustrated by WALTER STEWART

The decorative arts of old France, by the author of MADE IN AMERICA and MADE IN MEXICO. With illustrations and many photographs. Ages: 10-14. To be published September 11th. \$2.00

WEATHER SIGNS AND RHYMES

Collected and decorated by MAGINEL WRIGHT BARNEY

Old weather sayings, more or less familiar, of America and England, charmingly illustrated. Ages: 8-12. To be published September 25th. \$2.50

THE DUTCH CHEESE

By WALTER DE LA MARE. Illustrated in color and black and white by DOROTHY LATHROP

Two favorite fairy stories from BROOMSTICKS. The perfect illustrated gift book. Ages: 8-12. To be published September 25th. \$3.00

DANGER ZONE

By RAOUL WHITFIELD. Illustrated by FRANK DOBIAS

The dramatic true story of the crossing of a group of aviators on a transport during the World War, by the author of SILVER WINGS. To be published October 9th. Ages: 10-16. \$2.00

ALICE AND THOMAS AND JANE

By ENID BAGNOLD. Illustrated by the Author and LAURIAN JONES

The story of three small children who spend an exciting summer at Rottingdean, in England. Charming writing. A Junior Literary Guild choice. Ages: 6-10. Already published. \$2.50

THE GREEDY GOAT

Told and decorated in color by

EMMA L. BROCK. Author of THE RUNAWAY SARDINE and TO MARKET! TO MARKET! Miss Brock's new picture book is laid in the Austrian Tyrol, and everyone agrees that her pictures of the mountains and peasants are her best work so far. The story of Anna Marie, the Greedy Goat, will entrance every child. Ages: 4-8. Published in two weeks, July 10th. \$1.75

ALFRED A. KNOPF

730 FIFTH AVENUE, N.Y.



ADVANCE CHECK-LIST

FALL 1931

CENTURY BOOKS for BOYS and GIRLS

THE CENTURY CO.

353 Fourth Avenue

New York City

**THE BOYS' LIFE OF
WASHINGTON**

By Helen Nicolay. A specially important volume in view of the Washington bicentenary next year. Stresses Washington's youth. Illustrated. \$2.50

THE DARK SECRET

By V. M. Hillyer. Short stories for youngsters 8-12, which skillfully teach moral lessons while they amuse—but the boys and girls don't know it! Illustrated. \$2.50

MAYFLOWER HEROES

By Gleason L. Archer. Exciting, reliable history of the first two or three years of the Plymouth Colony. Illustrated by Henry Pitz. \$3.00

DANIEL BOONE, PIONEER

By Flora Warren Seymour. A fine Western biography by the biographer of Sam Houston, Kit Carson and Fremont. Illustrated. \$2.00

LAUGHING LAD

By Helen Coale Crew. A story of modern France, particularly of two fascinating brothers, written with the charm of *The Trojan Boy*. Illus. \$1.75

THE ENCHANTED ADMIRAL

By Edith Ballinger Price. Fantasy and adventure in a tale of a sea-loving boy and an old retired sailor with a strange house in the country. Illus. \$2.00

BINGO IS MY NAME

By Anne Stoddard. Colored illustrations by Berta and Elmer Hader. A delightful sequel to *A Good Little Dog*, for very little folk. \$1.00

**THE CHILDREN'S BOOK OF
ANIMAL PICTURES**

By Lorinda M. Bryant. An addition to the famous picture-book series which will have a wide appeal. Illus. \$2.50

HIGH ADVENTURERS

By Mary R. Parkman. Short biographies of Admiral Byrd, Lindbergh, Pupin, Stefansson, Edward Bok and other men and women of interest to young people. Illustrated. \$2.00

OVER FAMOUS THRESHOLDS

By Ariadne Gilbert. Sketches of the home lives of Lewis Carroll, Hans Andersen, Barrie, Fabre, Schubert, Roosevelt, Mark Twain and others. Illustrated. \$2.00

**INDIANS, CROCODILES,
AND MONKEYS**

By John V. Deuel. The popular author of *Speed Wings* describes a trip by motor boat to the South American jungles. Illustrated. \$2.00

SPRIGS OF HEMLOCK

By Walter A. Dyer. The story of Shays' Rebellion, one of the strangest incidents in American history. Illustrated by Henry Pitz. \$2.00

THE GRAPER GIRLS

By Elizabeth Corbett. A story of three delightful sisters, some of whose doings are already known to readers of *St. Nicholas*. Illustrated. \$2.00

THE HERMIT OF HONEY HILL

By Merritt Parmelee Allen. Two boys go farming in Vermont and encounter a mystery and considerable adventure. Illustrated. \$2.00

RADIO STORIES

Retold from *St. Nicholas*. A collection of the best modern short stories on the dramatic subject of radio. Illustrated. \$1.25

**WITH A MOTOR TRUCK
IN WEST AFRICA**

By Wilfrid D. Hambly. Adventures and experiences while collecting specimens for the Field Museum. Illus. \$2.00

pression and to the price-cutting activities of junior book clubs.

In a letter about the prospects for children's books, Mr. Macrae says, "Anyone talking to the booksellers throughout the country could not gather any other impression but that there were too many juvenile books published last year. Men and women who have had long experience in buying and selling juvenile books, who have plenty of common sense and who actually come into contact with the reading public, feel very strongly that publishers do not and can not merchandise so many books in one season properly. . . . With this in mind we have cut our juvenile list by more than 50 per cent. Of equal importance is the fact that we have worked out a well-balanced list, one which we feel we can advertise, merchandise and sell successfully."

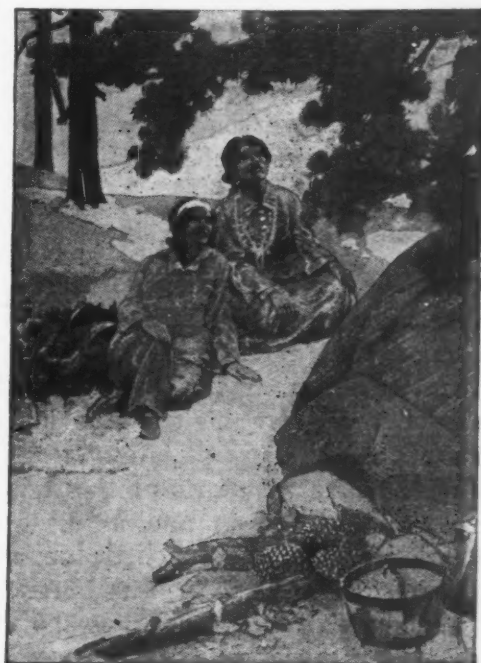
Commenting about last season's sales of children's books, Mr. Macrae writes, "There is no question that juvenile books in their trade editions did not sell at all well last year. If available records are correct, juvenile books were off in sales to a much larger extent than other books. This firm was fortunate in not experiencing this loss of juvenile sales. . . . This, of course, may be due to the fact, and we believe is due to the fact that no Dutton books were sold at cut prices through the juvenile book clubs."

On the other hand, we have Brewer, Warren & Putnam branching out with a new juvenile department this fall, with quite a long list of boys' and smaller children's books. Stokes has cut its entire fall list one-half, but with a relatively small cut in the length of the juvenile list, for it does not believe that the sale of children's books is so much affected by the present slump as are other classes of books. They have more picture books than usual, too. Four or five new authors appear on their list, and two new artists. All of the 15 new Stokes books are ready in dummy form, at least, and advance sales have been very satisfactory, with less falling off than in adult fiction.

The salesmen who have set forth from the house of Harper are armed with dummies or finished copies of all 25 of the books their house is publishing this fall. One-third of the samples are finished books.

It is a great advantage for the trade, thus to see the actual books or dummies, when ordering. This house has, also, kept its prices down as much as possible. Harper & Bros. have several German picture books on their list, and they find that these can be imported more cheaply than they can be manufactured in this country. A story of modern Soviet Russia strikes an original note in books for boys and girls, and an imaginary, yet perfectly realistic story of the South Pole continues along a line of popular interest.

Two publishers who keep the length of their juvenile lists about the same from year to year, Appleton and Longmans, Green & Co., have found no reason to alter the number of books on this fall's lists. At Appleton's a two weeks' record of advance sales was found to be better than that of last year. Neither does Longmans, Green & Co. feel any effect of the depression in their juvenile department. Their list is always kept between 15 and 20 books, balanced among the different age groups, with emphasis upon American realistic stories. This is the only publishing house to report fewer picture books for fall.



An illustration from "*Waterless Mountain*," the \$2,000 Longmans, Green juvenile prize winner. The author is Laura Adams Armer of Berkeley, Cal. Mrs. Armer and her husband, Sidney Armer, did the illustrations.

Consider the Juvenile Rental Library

THE economic good sense in merchandising for children is more than ever apparent in a depression year. Glance over monthly statistics on department store sales and see how children's departments consistently remain in the *plus* class while other departments go plunging to *minus*. Parents buy for children when they do not buy for themselves. Early this thrifty spring the manager of one of the largest book stores in the East told us that next to dollar books he considered juveniles to be the best retail merchandising proposition now in existence. And at the recent Philadelphia Convention Frank Magel of the Syndicate Trading Company made the statement, "To my mind the circulating library for children is one instrument almost perfectly designed to sell books to children."

What are the possibilities in a juvenile rental library? Will it increase sales in the children's department? Will it become a financial asset in itself? What is the technique in establishing one? The National Association of Book Publishers now has on record a list of seventy shops experimenting with juvenile libraries. It is our intent here to give some idea as to what is being done in some of them.

Young Books, Inc., New York City

This shop opened a circulating library on October 14, 1929, and the library has been steadily increasing in membership and size since that date. It is not a highly financial adventure in that the returns from it are only slightly higher than its cost. News about the library, however, spreads almost faster than reports of the shop. It brings the children in and in most cases they are apt to buy some little object for themselves or for friends. The library does not hinder the sale of books, as the standard classics are not in the library and the parents buy these outright. Young Books finds no difference in demand between the library and the shop. In both cases animal, mystery, aviation and historic stories lead. There are at least 250 books in the library. The suggestion is made that anybody stocking a children's circulating li-

brary should include the *Little Maid* series for girls. They are inspired contributions for fast readers.

Perhaps one important reason for this shop's finding no difference in demand between the library and the shop was suggested by Mr. Magel at the convention when he pointed out that "in the average child the sense of possession is very strong indeed. He isn't satisfied with one reading; he wants it over and over again and he isn't satisfied to have that particular thing out of his possession." The selling power of the juvenile rental library derives directly from this psychological truth.

Young Books requires an original deposit of \$1.00 refundable at any time, with a charge of \$.20 per book for one week and \$.02 day thereafter. A Yearly Membership of \$7.50 is also offered, entitling the child to one book at a time exchangeable as often as desired, with a weekly charge of \$.05 for books kept for longer than one week.

Grenville Book Shop, Washington, D. C.

Peggy Burch, manager of this shop, started her juvenile library with 50 books. 50 more books were added in this way. On the bottom shelf of the library were placed the new juveniles as they arrived, unmarked and untouched. The ones which appealed to the browsing children were placed in the library, the others on the stock shelves. Miss Burch has found that the classics don't appeal to children, as these are generally given them at home. They want the better mystery stories and blood and thunder adventure. Don't fill the lending library with plugs. Children like the new as much as do adults. Miss Burch says that the juvenile library does not interfere in any way with the sale of juveniles, and passes on what seems to us a very salutary piece of advice: "Don't talk down to children. They know fairly well what they want and will discuss books with you when they get to know and trust you." One children's bookselling expert tells us that the sales tips to be acquired from talks with children using the rental library are in themselves almost justifica-



Harcourt, Brace

NEW BOOKS FOR BOYS AND GIRLS

LITTLE PEAR

Eleanor Frances Lattimore. Little Pear—five years old, pig-tailed, with eyes like black appleseeds—is the realest little Chinese boy you ever met in a story-book. The 100 drawings are by the author whose own childhood was spent in China. Ages 4-6. Aug. 6. \$2.00

AWAY TO SEA

Stephen W. Meader. A first-class adventure story about a boy who ran away to sea in 1821 and shipped on a slave-trader bound for Africa. By the author of "The Black Buccaneer." Illustrated. Sept. 24. \$2.50

THE SECOND PICTURE BOOK

Photographs by Edward Steichen, prepared by Mary Steichen Martin. Pictures showing real babies using the familiar, everyday articles that babies recognize. A logical continuation of "The First Picture Book." Ages 1-4. Sept. 17. \$2.00

THE STARS FOR SAM

W. Maxwell Reed. The story of the universe, told in the exciting, vivid manner which made Mr. Reed's "Earth for Sam" famous. Illustrated with 100 photographs and color plates. Ages 12-16. Sept. 24. Probable price, \$3.50

THE STUFFED PARROT

Parker Fillmore. Polly, a little girl, had a parrot named Paquita. Paquita was kidnapped. That's the beginning of an exciting mystery story. Illustrated by Phyllis I. Britcher. Ages 6-10. Sept. 3. \$2.00

PINAFORES AND PANTALETTS

Florence Choate and Elizabeth Curtis. An amusing story of a family of children who lived in New York City in the 1860's. It reads like the tales you hear of "when Mother was a girl." Illustrated by the authors. Ages 6-10. Sept. 3. \$2.00

SEÑOR ZERO

Henry Justin Smith. The story of the stowaway on Columbus' voyage to America. Illus. Ages 12-16. Sept. 24. \$2.50

ZEKE

Mary White Ovington. The story of Zeke, a struggling Negro boy, and his school days at Toliver Institute. Illus. Ages 10-14. Aug. 27. \$2.00

THE TRUCE OF THE WOLF

Mary Gould Davis. Tales of long-ago Italy, told in a charming book by the Supervisor of Story-Telling in the N. Y. Public Library. Illus. Sept. 17. \$2.00

THE SPINDLE IMP

Alida Sims Malkus. Tales of Maya myth and folklore by the author of "The Dark Star of Itza." Illus. Ages 6-10. Aug. 20. \$2.00

CURRY WAS RIGHT

Charles Geoffrey Muller. A salt-water story for boys with a lot of pointers on sailing. Ages 12-16. Illus. \$2.00

ILLUSTRATIONS OF CYNTHIA

Erick Berry. The story of a girl's life at art school. Illus. Ages 12-16. Aug. 27. \$2.00

HARCOURT, BRACE & CO.

383 MADISON AVENUE,

NEW YORK

Write for special discount
on assorted quantities.

William Morrow & Co. - - - Juveniles, 1931

SMUGGLER'S LUCK

by Edouard A. Stackpole

An excellent story for older boys who like action, mystery and excitement. The story tells the adventures of Timothy Pinkham of Nantucket Island during the Revolution. The authentic colorful setting of old Nantucket will be of absorbing interest to anyone who knows the Island as it is today. *Jacket, endpapers and illustrations in 2 colors by Richard Rodgers. (9 and up.) \$2.00. July 16.*

By the author of Little Tooktoo

MUSKOX

Little Tooktoo's Friend

by Marie Ahnighito Peary

A tale of animal life in the Arctic authentically describing the life of a young muskox and his adventures with Little Tooktoo, the reindeer. *Ill. in 4 colors and many line drawings by Kurt Wiese. (5 to 9.) \$2.00. Sept.*

SINCE COLUMBUS

by Leslie Thomas

A short history of America for younger children, approximately half text and half illustrations. Made after careful study and consultation with parents, teachers, and librarians. *Ill. in 4 colors by the author. (5 to 9.) \$2.00. Sept.*

By the authors of Pancho and His Burro

**The GOAT WHO
WOULDN'T BE GOOD**

A Story of Norway

by Zhenya and Jan Gay

The story of Ole, a young and frisky goat, full of mischief, the pet of Peder and Bodil. *Ill. in 4 colors. (5 to 9.) \$1.75. August.*

By the author of Tawny, etc.

S H A G

The Story of a Dog

by Thomas C. Hinkle

Dr. Hinkle once again shows his mastery in the field of animal stories and gives us a hero worthy of a place beside Tawny, Trueboy, and Bugle. *Ill. by Leslie Thomas. (8 and up.) \$2.00. August.*

MOSTLY MARY

by Gwynedd Rae

The adventures of Mary, a little brown-grey bear, who lived with her family in the famous bear pit at Berne, Switzerland. *Ill. with line drawings by the author. (5 to 10.) Reinforced buckram \$1.20, regular binding, \$1.00. August.*

By the author of Rice to Rice Pudding, etc.

**NOW AND THEN
HERE AND THERE**

Around the States with Johnny Bear

by Janet Smalley

With gay verse and pictures you explore the 48 states one by one as they came into the Union. *Ill. in 2 colors. (5 to 9.) \$1.75. Sept.*

Two adult books that older children will enjoy:

**The LIFE STORY
of BEASTS**

by Eric Fitch Daglish

The distinguished artist and naturalist follows his *Life Story of Birds* with this story of animal life. It is full of authentic information and charming and unexpected bits of animal lore. *With 20 full page woodcuts and numerous small woodcuts. (9 and up.) \$3.00. Oct.*

R O C

A Dog's-Eye View of War

by Edmond Vale

The story of Roc, an Irish setter, moves not only through battlefields, but into back areas where Roc had both amusing and exciting adventures. Told by a man who lived through the War about his own dog. *With many sketches from life. (9 and up.) \$2.00. Sept.*

WILLIAM MORROW & CO.

386 Fourth Ave., New York

Canadian representatives: McClelland &

Stewart, Inc., 215 Victoria St., Toronto



tion enough for maintaining a rental library.

Grenville Book Shop charges \$.50 a year membership fee and \$.15 a week or \$.03 a day rental fee. Good renters are "The Black Arrowhead" (Doubleday), "Blackbeard's Boy" (Nelson), "The Boys and Sally" (Doubleday), "Cowboys, North and South" (Scribner), "Davy Jones' Locker" (Doubleday), "Even Sara" (Appleton), "The Fighting Six" (Harcourt), "Pirates of the Pine Land" (Bobbs-Merrill).

**The Bookshop of the Tamiami Trail,
Brooksville, Florida**

This shop has had a rental library since 1926 and Margaret Robins, the manager, reports that it has been very helpful to the Children's Department. "An important division of our circulating library is the library we carry to the country schools consisting of 100 books. It has greatly increased the demand for book ownership. We hope that some day it will pay financially but in the meantime it is meeting its expenses." An interesting variation here is the arrangement by which any honor student in Grammar and High School of Hernando County may have a book from the rental library free of charge. Other children pay \$.10 a week. A weekly storytelling hour, on Saturday mornings, adds to the library membership.

The Tudor Tower Book Shop, New York City

A juvenile library was started here with a Saturday morning story hour. The shop's first meeting brought forth twenty-five children, from three years to ten in age. The Junior Library consists of 125 books. Until the opening of the library the shop had no sale for children's books. "We shall dispose of old juvenile renters for \$.25 after they have earned their given quota. For the little people we find that 'Millions of Cats' and 'The Runaway Sardine' as well as most of the Happy Hour books are favorites."

Curtis Lindsay, San Jose, California

This shop was the first to open a juvenile library on the Pacific Coast. Children's Book Week of last year was chosen as a fitting time in which to open. Special features attended the opening. To the

first 100 boys to join the library, Lindsay gave a 16 page book lithographed in eight colors showing all the types of modern airplanes in use today. To the first 100 girls was given a 16 page book, also printed in colors, of doll cut-outs. "Without doubt serial books are the best loaners, particularly the Oz books (due to the fact that the city library does not carry the Oz books), Tom Swift, Snell Mysteries, Rover Boys, etc." Lindsay reports that the chief problem is to bring the library volume up to the point which warrants a full time librarian. When this point has been reached they feel convinced that the library will be a success.

Frances McLeod Bookstall, Milwaukee

A membership drive conducted this month by this shop for its Junior Lending Library is interesting and suggestive. A first prize of \$50 worth of books was offered to the boy or girl bringing in the largest number of new members. The winner was required to have at least 20 names. Every child bringing in 10 new members received a copy of "Sun Up" by Will James or any other \$2.50 book he selected. Every new member enrolled during the contest received a new edition copy of "Tom Sawyer" or any other \$1.00 book. The contest announcements were headed by the legends: "Do you want to own more books." "And do you want to read books from the library, all kinds of good stories for only three cents a day?" The rules for the Junior Library Membership Contest were: "Each contestant receives a set of cards, ten each of three colors. Contestant gives orange card to new member as receipt for \$1.00 payment. Green card is stamped 'paid' at bookstore when \$1.00 and name is turned in and returned to contestant as record. Yellow card is kept by bookstore for enrollment list. Every green card means a point, and the girl or the boy who has the highest number of points by 6 P.M. June 8th, receives \$50 worth of books, all at once or any time the winner cares to select them."

**The Sather Gate Book Shop, Berkeley,
California**

Constance Mitchell writes, "In a shop such as ours with little retail outlet we do not have a circulating library for children

but I have always approved of them and consider that they could be made to pay."

The Bookshop for Boys and Girls, Boston

Bertha Mahony is a pioneer in juvenile rental library work. The juvenile library in her shop was written up in the *Publishers' Weekly* of June 8, 1929. Miss Mahony puts into the circulating library all the nicest, newest things—something for each age. She is also constantly adding books which are just a step beyond the strictly juvenile. In this way the library keeps its popularity with young people who are really no longer children. The assistants who are in charge of the library

are also in charge of the children's department of the Bookshop and thus know what the children are buying which, in turn, aids them in knowing what to include in the library, a dual control which is financially profitable. Books are frequently sold from the library at reduced prices and these are replaced with new books if the library demand is sufficient. Schools and public libraries in the smaller towns are only too glad to buy old rental library books at reduced rates. As a general rule not more than five copies of any one book are on the lending library shelves. A daily fee of 4 cents is charged.

Budding Bookbuyers

Some Thoughts on the Child in the Bookshop

Katharine Lord

The Little Book House at Nantucket

IT was an astute and veteran reviewer of books who wrote not long since in a quality magazine, "Say what you will children's books are *invariably* chosen and bought by adults." The sentence might have gone the unnoticed way of many generalizations, had not that impressive word *invariably* spurred me to wonder whether a canvas of booksellers would not bring out so varied a testimony of exceptions as to disprove the rule. Looking back over seven years of bookselling, with children's books always in active demand, I see in retrospect an ever lengthening procession of child customers, who not only choose, but in many cases pay for their own purchases. It is a commonplace that the modern child knows its own mind, and expects to have a voice in arranging its life. It may be that the pendulum has swung to its limit away from absolute subjection to parental control, and another generation or two will show results—good or bad. Meantime in speaking of the modern child one must remember that now most of the parents of young children were themselves the early members of that much maligned group "the younger generation," that at least some of them suffered from the over

direction of a less independent age and that personal initiative is their fetish.

In any case my observation has been that in the bookshop as elsewhere these young parents expect their children to exercise a power of choice. "You look around and find something you want" is the usual direction to the child, whilst the parent makes his or her own examination in other departments.

The final word may often rest with the adult, but more often than not, the child is encouraged to choose. A goodly number of the more thoughtful parents are definitely using the choice of books as one of the numerous exercises to develop the youthful character. I well remember the day when two little girls, aged six and eight, came alone each clutching a five dollar bill, to begin their first independent book buying. Margaret, the elder, was even then an avid reader, and now that she is going on fifteen, it is difficult to find enough material that is suitable, and acceptable to her taste. Sally, alas! has always regarded the printed word with a wholehearted and deadly hatred. Their procedure on that famous first book shopping was characteristic. Margaret had quickly piled up \$10

TO LIBRARIANS, PARENTS TEACHERS, AND BOOKSELLERS

THIS is the first announcement of the first full-length FARRAR & RINEHART Juvenile list. We've room here only to mention the titles. We hope to show you the books themselves, shortly. When you see them, we know you'll agree they are:

- (1) real value for the money, (2) outstandingly attractive in manufacture, (3) in line with modern progressive educational tendencies, (4) distinctly saleable.

THE OREGON TRAIL

By FRANCIS PARKMAN. Introduction by Mark Van Doren. Illustrated by James Daugherty

A new edition of the greatest of all books on the West; a book that has already delighted three generations, old and young. James Daugherty has done over a hundred illustrations. *July, \$3.00*



The Story of A LITTLE WHITE TEDDY BEAR Who Didn't Want to Go to Bed

By DOROTHY SHERRILL
Illustrated by the author

For children up to 6. A charming little story hand lettered and printed in color throughout. There is a picture on each page. *Sept., \$1.00*

THE SHADOWS' HOLIDAY

By LARRY JUNE and JOSEPH ALGER

Another unique book—made up of photographs with very little text. It is a book all about shadows! where they went and what they did on a rainy day. *October, \$2.00*

THE MYSTERY CHEST

By Rear Admiral E. R. G. R. EVANS
Illustrated by Edward C. Caswell

Admiral Evans, author of "Pirates' Doom," has written another glorious story of adventure for boys 8 to 14. *September, \$2.00*

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By Lady Hunloke
and Cecil Aldin
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By Henry Cotton
Illustrated
\$2.00

TENNIS

By John Doeg
and Allison Danzig
Illustrated. \$2.00

HUNTING

By Cecil Aldin
Illustrated
\$2.00

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worth of books and was faced with the task of a re-choice. Reminded by Sally, she unwillingly reserved fifty cents for ice cream cones, and with some assistance from me, got the best selection for the \$4.50 she was willing to spend. Sally, on the contrary, made diligent search not only for the cheapest book, but the smallest available, for she knew, poor lamb, that she would be required to *read* the wretched thing; and *she* went away fairly content with \$4.25 in hand for projects more to her liking!

The two children have been consistent customers ever since, and their respective attitudes toward literature have not changed. To Margaret the frequent visits to The Little Book House have been joyous adventures, while Sally has accepted book buying as one learns to accept toothbrush exercises, the darning of stockings and other tiresome but inescapable details of life's routine.

Quite unlike Sally, who continues to mitigate her hard lot by the search for brevity, was another patron of my shop, a shrewd little customer—already a reader of experience, who carried a tiny folding foot rule, meticulously measured the thickness of each volume, and thriftily chose the one that would last the longest! She was a transient visitor to our town, and I saw her only a few times, but can easily picture the sort of woman she will become. A rather stocky but well-built child, she was a good rider, a perfect fish in the water, gave the tennis pro his half hour of hard work daily, was practical and intelligent withal. I learned that the child being an omnivorous and rapid reader had been limited to one story a week—hence the unusual employment of the foot rule. Her judgment was good, but her range as yet was narrow. A realist, though blessed with a vivid imagination, this child liked stories of action, and reality. The sentimental had no allure for her, the fantastic still less. So-called boy's books were her meat, tales of exploration, war, dangerous living by sea and land and, of course, stories of real animals, both domestic and wild. (She was one of the few children of her age to whom I would have recommended Ossendowski's "Story of a Monkey.") Child, girl and woman, I fancy Patricia will get what she wants through life—and probably use as

careful, though less obvious, a measure in defining her desires.

In the first ranks of that little procession of my child customers I recall a very small boy of scant seven years, clutching a couple of lucres in grubby fist, who demanded "that story about a white whale," and an appropriate edition of "Moby-Dick" being produced, would make sure that it was the one with the picture where the whale *scr-r-runched* up the boat!

It was part of the adventure that he came in and bought the book himself, though a parent lurked discreetly in the offing, murmuring proudly, "Gee! but you are a blood-thirsty cuss!" This little lad, fondling his new possession as only a genuine book lover does, told me that already some of this famous classic had been read to him, and showed me proudly how he could now read it for himself. I fancy the proud parent might still help in cutting some of the dull stretches, though it is amazing what a child who is a real lover of reading will plow through. I fancy that most grown-ups have had the experience of finding it quite impossible now to read in their entirety some of the Victorian classics that were the joy of their childhood and early adolescence.

Watching children in their choice of books during several years, certain common preferences appear. While boys' books and girls' books may be broadly differentiated, many girls prefer boys' books. But, be it said, I have yet to see a boy who would look at a girls' book! Indeed one really virile tale acquired a black eye, because for some reason, it was always turning up on the girls' shelf! I finally traced the reason for the book's wanderings to its too pretty jacket—clothes in this case unmaking the man!

A majority of children, both boys and girls prefer what they call true stories, and in this category I have found that the authentic localized tale leads all others. Two perennial favorites in my own shop, "The Little Maid of Nantucket," and "The Fortune of the Indies," are both excellent stories in themselves, but their strongest selling points lie in the fact that one describes a local house with a secret staircase—it is just around the corner from the shop—while the other beings in a small sea-

**BOOKSELLERS
SHOULD STOCK THESE NEW**

OXFORD BOOKS for BOYS AND GIRLS

**IVAN THE FOOL AND
OTHER TALES**

By Leo Tolstoy. Illustrated in two colors by Norman Tealby.



No author writes more directly or simply than Tolstoy and these tales are translated and especially selected for children by Aylmer Maude whom Tolstoy called "the supreme translator of his works." Really a gift book at an every day price. (\$2.50)

**THE
HOODED
CROW**



Written and illustrated by J. R. Monsell

The climax of this tale was reached when the king himself lost his golden crown. It was, "Swept away by the Hooded Crow!"

The Sentry fired, but he fired too low: And out of the garden and over the town Flapped the Crow with the Royal Crown."

Children will love this amusing story and its gay pictures in black and yellow. (\$1.50)

MAMIE

Written and illustrated by Edna Potter.

Miss Potter, who was represented on our list last year by "THIS WAY AND THAT," has written the story of her mother's childhood in quaint old Providence of 1875. A picture book and a true story illustrated throughout in full color. (\$1.00)



CAN YOU ANSWER IT?

A Book of Riddles compiled by Nita Fikes

This little book contains over a hundred riddles chosen for children. The whole book is hand-lettered and illustrated with black and white drawings on each page and three-color covers. (50c.)

**ALSO CHECK YOUR STOCK OF THESE
BEST SELLERS**

The Duck and Its Friends	\$1.00	Skycraft	\$3.00
Numerous Names Nimble Narrated	2.50	Book of Airplanes	1.00
This Way and That	3.00	Aircraft of the World	3.00
Pillicock Hill	2.50	Treasure Island	4.00
Out of the Everywhere	1.25	Kidnapped	4.00
Ernest the Policeman	2.00	The Stir of Nature	2.50
The White Puppy Book	1.25	The World's Family	1.25
The Mongrel Puppy Book	1.25	Adrift in the Arctic	2.00
Polichinelle	2.50	Romance of a Modern Liner	2.50
Playing Theatre	2.50	Lays of Ancient Rome	3.75
The Yellow Bird	2.00	Book of the Bible	1.00
Robert the Roundhead	2.50	Jesus of Nazareth	1.00

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port across Nantucket Sound, which is passed on the boat trip out and back.

Following close on these favorites are two other local tales, "Father's Gone A-whaling," a valuable hardy perennial for the seven to ten year olds, and "Down-right Dency," greatly beloved of the genuinely feminine child of that most difficult ten to fourteen period. We are fortunate indeed in having besides these, "The Quaker Girl of Nantucket," an old-fashioned novel written nearly fifty years ago which embodies much of our island's history and is still enjoyed by young and old. Happy the bookseller who has a well defined setting ready to his hand!

Next to the story of local interest comes the story of adventure—real or imaginary, and it is in this field that the so-called classics are particularly rich. "Treasure Island," "Westward Ho!" "Martin Hyde, the Duke's Messenger," one need not name them—their name is legion, and they crowd the school lists. The reading of these books is not only a painless method of acquiring some consciousness of the background of the world's history, but a logical one. The youthful mind retains more from well set fiction than from many a more formal school lesson, as schools themselves now bear witness in the dramatizing of history and in the use of fiction as supplementary reading. Every bookseller is familiar with the school list—and also with the frequent air of martyrdom with which it is presented. But happily he has it in his power to make the sad faces brighten, for the publishers have done a sound piece of work toward building up a reading public, by the many delightful series of children's classics—ranging in price from 75 cents to \$3.50—all pleasing in appearance, and many of them so finely illustrated that they are a joy both to young and old. There is another field in which American publishers are particularly successful—the child's book that is truly educational without being dull or didactic. A shining example is found in that much beloved and truly inspired *Twins Series*, which so humanizes facts that the child reader does not realize that he is learning much about geography in its widest sense, manners and customs, and even those deadly imports and exports that seemed so meaningless in the text books of my youth.

There is also abundance of good adventure material in the stories written today for boys and girls, and the careful parent and conscientious bookseller need never sell crime stories to the child seeking thrills in his reading.

I have found that true accounts of the adventurous life, books like Lindbergh's "We," books by or about Admiral Byrd, as well as the Putnam series of *Boys' Books for Boys* are eagerly sought by boys and girls alike.

Indeed, this strong leaning toward reality is an almost universal taste in the children of these days. Fairy stories are rarely called for by the youthful purchaser, and it is only the child of exceptional literary taste who cares for stories of a too recent past. In spite of a most alluring edition "Little Women" has small vogue with the child.

Is it not significant that although "When Granny Was a Little Girl," or "Gramp's School Days" have scant appeal, the days of swashbuckling knights and ladies fair, of sword and buckler, the moated tower and embroidery frame, still hold their fascination. The days of the longer ago were pre-eminently those of action, of clearer cut issues, uncomplicated emotions, while a musty air of repression still floats over from a nearer past. And the clothes, jewels, weapons of the age of romance! All quite impossible under modern conditions, yet how alluring in retrospect. Is it not perhaps an element akin to caricature that gives "costume drama" its perennial charm?

Reading about the times of gorgeous array is akin to the dressing up, so beloved of "children from six to sixty"—to quote a well-known best seller.

But always these past times must be sufficiently remote to present strong contrast and picturesque detail before it makes appeal to the average child. The time for subtle comparisons does not come to the growing mind until later on. So much for the solids of literary fare. What of the sweets and savories in the feast of youth—poetry and humor?

Is it—as some would have us think—merely an unhappy sign of the times, that in the realms of humor and of the frankly fantastic, the type well known in the comic strip, most quickly draws the child's atten-

tion? I do not think so. The sense of humor in its complete manifestation must be a gradual and slow development, its exercise requiring a background and fund of knowledge. The sense of fun—quite another thing—might be called its forerunner or herald, happily one that may keep on when the more subtle quality has come to its full growth. Our pet animals often have this sense of fun to a marked degree. (Any dog lover can tell dozens of stories to prove this point.)

That the child should like preposterous animal drawings, caricatures, funny faces—many of them extremely well done—is natural and right. But the active-minded child, like the intelligent adult, does not demand the humorous *book* in great quantity. This kind of spice of life comes more naturally in the small doses of periodical literature.

And where does the modern child stand in regard to poetry?

I have found true love of poetry in the unusual child rather than in the average. The little child likes the jingle, the easily remembered rhyming lines, rhythmic phrases, but a love of the poetry of ideas and of beauty is usually a later development. The wise parent however sees to it that the entering wedge is at hand. Again our publishers have provided well for this need, as well as for the rarer child who reads poetry understandingly in the earlier years.

A number of fine anthologies, from a tiny one for the littlest people, to several for various ages, make it easy to keep both classes of children well supplied. Of the ruck of verse written especially for children today, I cannot speak enthusiastically (and I stock it sparingly in consequence). Much of it is trivial in content and slovenly in form. The sprightly jingle for the little child, terse, simple, rhythmic is found in abundance in classic treasures ranging from Mother Goose to Stevenson. Among present-day writers there are shining exceptions whom I need not name, but too often the current writer of verse for youth, writes down to the child, with an unctious patronizing style, a self-conscious silliness that is most repugnant to the alert child of the present.

Today's child, let us keep ever before us, is, above all, a realist. Instinctively he has

accepted the swift pace of actual life, and is eager to get on with the job. The parent may—and frequently does—exercise the power of veto, but initiative lies largely with the child, and his choice tends naturally towards the actual, and the thing that relates somehow to his personal life.

In the realm of reality, the animal story takes high place, as is shown by the large proportion of such books in every publisher's list for youth. Nine times out of ten the small child chooses the animal story. To the tiny child, whose book must be largely pictorial, the familiar house dog and the harmless, necessary cat—are prime favorites. The child at the earlier ages is most attracted by the thing that has most of the element of familiarity. Witness the love of hearing the same story again and again. The next step and the beginning of the pleasure of imagining the unseen, seems to come most easily by way of the denizens of the jungle. The day comes when elephants, lions, tigers, giraffes become as household pets in the child mind. Why not? In a world full of new sights and experiences nothing is improbable. And by this time the circus has helped. But, there must be a connecting link. I firmly believe that the "Three Bears" attained their commanding position in literature because they kept house so cozily, rather than for any outstanding drama in the story. The three beds, the three bowls, the three spoons are remembered when the rather weak *dénouement* of the story is forgotten.

Proud place is held always on my shelf for tiny tots by the series called the *Baby Animal Books*, in which wild creatures of pleasing strangeness and ferocity, all wear reassuring little coats, hats, aprons and sun-bonnets—bringing them within the realm of everyday life.

An amusing small drama took place in The Little Book House around one of these books. "The Baby Zebra and the Bump-head Animal" was purchased and read aloud again and again to a tiny lad of three. There came a little houseguest of about the same age, who was forthwith brought to the shop to buy a book. Told to pick one for himself he looked upon the display with lacklustre eyes until he saw the "Bumphead Animal," seized it and would have no other. A few days later



Distinctive FALL OFFERINGS

Ekorn by Haakon Lie with illustrations by Kurt Wiese.

The story of squirrel life in the woods, written with distinct literary charm.

The Masked Rider by May Wynne with wood-block drawings by Peggy Paver Beck.

From London came this thrilling story of life in England during the seventeenth century. An adventure tale for older boys and girls.

Book of the Woods by Marianne Gauss with crayon and wash drawings by C. W. Gauss.

These two sisters have written and illustrated this story of wild animal life in the Rockies. Animal stories that are accurate and tremendously entertaining.

My Caravan, a collection of poems for children compiled by Eulalie Osgood Grover, illustrated with black and white cut-outs by Florence Sampson. Adventure poetry for children.

When Washington Was Young by Mabel Ansley Murphy with three color illustrations by Zabeth Selover.

An historical story of the boyhood and early manhood of George Washington.

Kylle Kluk, a picture book by Louis Moe.

Here are the adventures of "the youngest chick hero of all Denmark"—and how he came to crow his very first crow. Twelve large pictures in four colors.

Karl's Wooden Horse, a picture book by Annie Bergman.

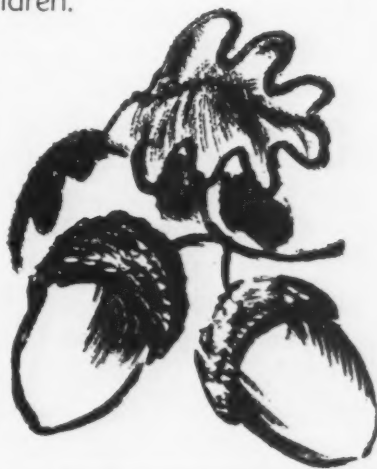
This is a story of the well-known Swedish toy horse in action. A charming adaptation of the modernistic in art for small children.

Sandy, The Tin Soldier of the A. E. F.

A picture story book by Kurt Wiese with text by J. Hal Connor.

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the youthful pair demanded "go buy a book." The proud grandmother brought them and all suitable treasures were displayed. Suddenly a squeal of joy from the almost-three. He had discovered and taken possession of another copy of the "Bump-head Animal!" There were tears and lamentations at the idea of a different book, and of course grandmother gave in, and the pair departed each with his book—of which each already owned a copy! "We can give them away," she justified. A few days later the scene was repeated—except that it was a young father this time and he, feeling that discipline must be maintained, led the twain howling and bookless from the shop. Next morning two mothers and two puzzled infants held a long educational session before the low shelves, and two subdued but still doubting small mortals carried away "The Baby Lion, and the Wily Wolf." They accepted, but without enthusiasm the law laid down by those in authority, that one bought a *different* book each time, not the beloved one over and over. But like so many of life's hard lessons, once accepted, it became a habit and before long the two mites were saying proudly "got that one at home. Find 'nother." And *go-buy-a-book* ranked with *go-swim in water* among the manifold pleasures of the day.

Before leaving the subject of the first readers—or at least picture viewers—I want to ask if anyone knows the original of the idea that a child's book should be of large square format, difficult to hold, easy to tear, its great pages out of scale to little eyes. In my experience the little child left to himself always chooses the small book. To see a mite of three or four trying to balance on inadequate lap, a quarto volume, and turn its vast leaves, makes you feel as you did that time you had to look up information in the old time folio atlas that was tucked away in the broom closet at Aunt Wilhelmina's house—or some such nightmare. The wee hands can caress the little book, can riffle its leaves without tearing, and best of all, can tuck it under the pillow and know that "Charlie and His Puppy Bingo," "The Baby Elephant" or "The London Doll"

are coming along companionably with Edward Bear and a few lead soldiers, or Rose Marie and her vanity case to the Land of Nod.

Given power of choice how does the child's selection measure up? I would answer unhesitatingly that with few exceptions it is good.

The books that are pretty generally rejected by my child customers, I often find on re-examination to have some vital lack. They are not necessarily bad books, but often trivial ones—books that give nothing. The average healthy-minded child is hungry for real mental food. They are not unlike their elders in a certain amount of herd instinct. If the bookseller can cite the satisfaction of some other boy or girl with any specified story, the recommendation has undoubted weight. For some children have a lingering suspicion of professional advice, until they have learned by experience that their individual bookseller shares, as much as an adult can, their point of view. There are, too, certain instinctive taboos—like the one for the labelled books, which savor too much of school.

Children's books naturally divide themselves into groups appropriate to different ages. Yet I have found the jacket mark "8 to 12 years" peculiarly offensive to the book-buying child. The term juvenile has fallen into general disuse—especially since some wag pointed out that we old folk might resent having our books labelled *senile*. Publishers speak of books for boys and girls or young folks and are recently omitting the age label, which was probably a device invented by some so-called efficiency expert, rich in theory, but poor in imagination or experience.

Title of course, plays a considerable part in popularity. Last year I saw an excellent book unanimously rejected by young readers because its title contained a sound scholarly word that even when explained, meant nothing to the child mind. The child is attracted most by the title that paints a picture in his mind. But "aren't we all"? My own experience is that adults are equally swayed in their choice by titles that either arouse curiosity, or definitely describe what lies within the covers of the book.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

THE last of June marks the low ebb in the number of books on the week's shelf. But there is an unusually large proportion of popular novels as summer fiction begins to make its appearance. See *Fletcher, Hill, Olivier, Richmond, Rosman, and Strong*. Two new omnibus books of the works of best-selling authors are published this week, "Stories of Love, Intrigue and Battle" by *Sabatini*, and Mary Roberts *Rinehart's* "Book of Tish." Then there's "Scotch," MacSimon and MacSchuster's collection of Scotch jokes to add to the summer gaiety. It's bound in plaid and a bright new penny inserted in the cover as the reader's change from a dollar bill. See *MacTavish*. For the bridge players who carry their enthusiasm over into the hot weather, a new Contract guide has just arrived from the West Coast, written by one of California's foremost players and experts, *Nathaniel J. Hillson*. Two reprints of good selling non-fiction works are also to be seen among the books of the week, "The Sea Devil's Fo'c'sle" by *Thomas* and "Al Capone" by *Pasley*.

There are numbers of books to lure the summer traveler to further jaunts afield. "London for Everyman" by *Kent* is a companion to the previously published "Paris for Everyman." "Austria" by *Compton* is an addition to an imported series of travel books with colored illustrations. "Mariners of Brittany" is plentifully illustrated with charming drawings by the au-

thor, *Peter F. Anson*, who, in this book, attempts to capture the quaint life of the Breton peasant. To the vacationist in this country offer "Dining in Chicago" by *Drury*, one of the John Day Intimate Guides, which may reveal hitherto unknown delights even to the settled Chicagoan. "When Antiques Were Young," although not a travel book, strictly speaking, may be an even more powerful lure to New England by-ways, where relics of our Colonial ancestors still endure. The author is *Marion Nicholl Rawson*. "Wild Flowers of the Alleghanies" is a detailed and comprehensive nature guide for the out-of-doors tramper. It is published by its author, *Joseph E. Harned*.

"The Red Fog Lifts" is not a guide for tourists in Russia but an American business man's report of what he saw there. See *Muldavin*. "Caribbean Backgrounds and Prospects" by *Jones*, is a study of the economic facts and potentialities of the Latin American countries and islands of the Caribbean. Another interpretative business book is "Onward Industry!" listed under *Mooney*, which explains the principles of organization and their significance to modern industry.

"Since Calvary" is a new book tracing the history of Christianity, by *Lewis Browne*, author of "This Believing World."

"Wings over the World," edited by *French* is an addition to McLoughlin's Big Aviation Series.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of June 27, 1931

Abbott, Edith

Social welfare and professional education. 188p. (bibl. footnotes) D [c.'31] Chic., Univ. of Chic. Press \$2

Papers and addresses on the professional education of social workers by the dean of the Graduate School of Social Service Administration of the University of Chicago.

Alexander, Robert

Memories of the World War, 1917-1918. 317p. il., maps O c. N. Y., Macmillan \$4
By a retired Major-General of the U. S. Army, who was in command of the 77th Division.

Anson, Peter Frederick

Mariners of Brittany; il. by the author. 267p. (3p. bibl.) il. (col. front.), maps O [c.'31] N. Y., Dutton \$3.75
Picturing the seafaring Bretons, their quaint country and customs, in text and illustrations.

Archer, Lou Ella

Canyon shadows. 33p. il. (pt. col.) obl. D [c.'31] [Los Angeles, Times-Mirror Press] \$3

Arizona poems and pictures.

Armytage, G. J.

Metalwork, for schools and colleges; its principles and practice. 244p. il. O (E. H. A. ser. of handb'ks on school arts and crafts) [c.'31] N. Y., Oxford \$3.50

Bagot, Richard

The Italian lakes; il. by Ella Du Cane; 3rd ed. 232p. D (Black's popular ser. of color b'ks) '31 N. Y., Macmillan \$2.50

Balderston, John Lloyd

Berkeley Square; a play in three acts. 129p. il., diagr. D c.'26-'31 N. Y., S. French pap., 75 c.

Barrett, Rev. John I. and Fanning, Mary F.

Ave Maria readers; bk. 3. 238p. il. (col.) D [c.'31] N. Y., Amer. B'k 88 c.

Bartók, Bela

Hungarian folk music; tr. by M. D. Calvo-coressi; with musical examples. 305p. O '31 N. Y., Oxford \$8.75

Beach, Samuel Wheeler

Mediterranean cruise of the U. S. S. Chester; a story of a queen of the seas, its first crew, its first voyage and of its sister ships of the 10,000 ton class [lim. ed.]. 251p. il., map O c. Portsmouth, Va., Printcraft Press \$3

An account of the ship's maiden voyage by one of her petty officers.

Beales, A. C. F.

The history of peace. 355p. il. '31 N. Y., Dial Press \$4

Beavis, Gerald

The book of the microscope. 256p. il. (pt. col.) O '31 Phil., Lippincott \$2.50

An introduction to microscopic study for the amateur—how microscopes can be made, which ones to buy and how to obtain and mount specimens from fields and ponds.

Bible

The Holy Gospel according to St. Luke; by V. Rose; tr. by Rev. Newton Thompson. 240p. D '31 Balt., J. Murphy \$1.75

The Pentateuch and Haftorahs; Hebrew text, English translation with commentary; ed. by the Chief Rabbi Dr. J. Hertz [v. 2] Exodus. 627p. O [c.'31] N. Y., Oxford \$3

The Psalms; a suggested revision of the prayer book version; and twelve Old Testament canticles; selected by John Neale Dalton. 191p. sq. D '31 N. Y., Macmillan bds., \$2.50

Bowden, Garfield A.

Foundations of science. 752p. il., diagrs. D [c.'31] Phil., Blakiston's \$1.68

Bowman, Earl Wayland

Arrowrock; songs and stories of a prodigal. 341p. D '31 Caldwell, Idaho, Caxton Printers \$3; lea., \$10

Brener, Marguerite

Pavement lady. 308p. D [c.'31] N. Y., Macaulay \$2

A story of the unhappy career of Liz, who never had much of a chance.

Brooks, Paul and Upton, T. Graydon, eds.

Mondays at nine, or, Pedagogues on parade; il. by Carl E. Pickhardt, Jr. 55p. il. (pors.) O [c.'31] [Cambridge, Mass.] Harvard Lampoon, Lampoon Bldg. \$1.50

Sketches in verse of some well-known Harvard faculty members, that first appeared in the Harvard Lampoon, the university humorous publication.

Brown, Marshall

Wit and humor of bench and bar. 280p. D '31 Phil., Geo. T. Bisel Co., 724 Sansom St. \$3.50

Browne, Lewis

Since Calvary; an interpretation of Christian history; il. by Myna and Lewis Browne. 456p. (bibl. footnotes) il., maps O c. N. Y., Macmillan fab., \$3.50

An historical narrative of Christianity from the 1st century to the present.

Aitken, Geraldine L.

Music in the home, before lessons begin; an outline of simple and natural experiences in music, for mothers and teachers of very young children of two to six years. 59p. (bibl.) il. O [c.'31] N. Y., Carl Fischer, Inc. pap., \$1

Barnstead, Belle Louise

A school health program; a guide for the teaching of health. [rev. ed.] 171p. (bibls.) S c. Ann Arbor, Mich., G. Wahr pap., 50 c.

Bartholomew, Sister M.

The book of the Holy Child. 89p. il. (col.) D '31 Milwaukee, Bruce Pub. Co. pap., 64 c.

Belyea, Harold C.

Forest measurement. 319p. O '31 N. Y., Wiley \$3.50

Bishop, Mildred C., and others

New workbook in American history; pt. 2, since 1865. 63p. il., maps Q c.'31 Bost., Ginn pap., 48 c.

Buranelli, Prosper, and others, eds.

The cross word puzzle book; twentieth ser. 124p. D c. N. Y., Simon & Schuster \$1.35

The post-graduate cross word puzzle book; second ser. 128p. D c. N. Y., Simon & Schuster \$1.90

"A second anthology of fifty-five difficult cross-word puzzles for hard-boiled puzzle fans selected as the best of the hundreds constructed especially for this series, including five foreign language puzzles and five diagramless puzzles."

Catullus, Gaius Valerius

The poems of Catullus; tr. by Horace Gregory; il. by Zhenya Gay [lim. ed.]. 360p. O c. N. Y., Covici-Friede buck., \$5

The Latin and the English text, a new translation into modern vernacular, are given on opposite pages.

Chang, Sherman H. M.

The Marxian theory of the state. 230p. (bibl.) il. O '31 Chester, Pa., John Spence, Inc. \$2.50

Clark, Jane Perry

Deportation of aliens from the United States to Europe. 524p. (bibl., bibl. footnotes) O (Studies in hist., economics and public law no. 351) c. N. Y., Columbia Univ. Press \$5

An explanation of the law and the process of deportation with many case histories taken from personal experience in the work.

Crawshaw-Williams, Eliot

Night in the hotel. 318p. diagr. D c. N. Y., Liveright \$2

A night in a hotel on the Riviera, revealing the comedy and drama which result from the interlocking of the lives of those under one roof.

Dalton Frank Eugen

Swimming scientifically taught; 8th ed. rev. 247p. il. D '31, c. '12, '31 N. Y., Funk & Wagnalls \$1.75

De Lamater, Eleanor

Personals. 258p. D [c. '31] N. Y., Farrar & Rinehart \$2

The story of the Britton family, aristocrats of a small American town.

De Pury, Georges Casalis

Ra Tau, father of lions. 283p. '31 N. Y., Dial Press \$2.50

Dixon, Charles

The conquest of the Atlantic by air. 255p. il., map O '31 Phil., Lippincott \$2.50

The story of transatlantic flights and attempts by an English war pilot.

Drury, John

Dining in Chicago; foreword by Carl Sandburg. 285p. map D (John Day intimate guide ser.) [c. '31] N. Y., John Day \$2.50

A gastronomic guide to Chicago, by a reporter on the Chicago Daily News.

Dunnigan, William

Practical stock market forecasting. 108p. diagrs. D [c. '31] Bost., Financial Pub. Co. \$2.50

Eggleston, De Witt Carl

Department store accounting. 444p. diagrs. O [c. '31] N. Y., Greenberg \$7.50

Eisler, Robert

The Messiah Jesus and John the Baptist. 638p. il. '31 N. Y., Dial Press \$10

Entwistle, Mary

Open windows [missions]. 136p. D [c. '31] [N. Cambridge, Mass., M. H. Leavis, P. O. Box 4] 75 c.; pap., 50 c.

Farnham, Henry Walcott

Shakespeare's economics. 202p. (op. bibl.) il. D c. New Haven, Conn., Yale bds., \$2.50

An approach to the work of the great dramatist from the point of view of an economist.

Fisher, Vivian Ezra and Hanna, Joseph V.

The dissatisfied worker. 269p. (bibl. footnotes) D c. N. Y., Macmillan \$2

Two psychologists explain how emotional maladjustment affects the efficiency of workers.

Fletcher, Joseph Smith

The murder at Wrides Park; being entry number one in the case-book of Ronald Camberwell. 251p. D c. N. Y., Knopf \$2

The police were sure that Mr. Nicholas had murdered his blackmailer, until Detective Chaney was called in by the defense.

Brown, John Franklin

State publication of school books; rev. ed. 62p. (bibl. footnotes) D '31, c. '15, '31 N. Y., Macmillan pap., 25 c.

Cabral, Abbot

The Mass; its doctrine, its history; the story of the Mass in pen and picture. 71p. (bibl.) il., map O [n.d.] N. Y., P. J. Kenedy pap., \$1

Callahan, Ellen Elizabeth

Hadley; a study of the political development of a typical New England town, from the official records (1650-1930). 106p. (6p. bibl.) O (Smith Coll. studies in hist., v. 16, nos. 1, 2.) '31 Northampton, Mass., Smith Coll. Lib. pap., 75 c.

Clay, Cecil

A pantomime rehearsal. 56p. diagr. S (French's acting ed., no. 2186) [n.d.] N. Y., S. French pap., 50 c.

Coleman, Robert H., comp.

Service songs; containing hymns suitable for all the services of the churches but prepared especially for use in the Sunday school. 288p. O [c. '31] Dallas, Tex., Compiler \$40 per 100

Conner, Martha

Practical bibliography making, with problems and examples. 29p. D c. N. Y., H. W. Wilson Co. pap., apply

Cote, Raymond E.

Modern lettering. 19p. il. Q '31 Milwaukee, Bruce Pub. Co. pap., \$1.25

Curry, James

The desorption of gases from molecularly plane glass surfaces. 18p. O '31 Balt., Johns Hopkins Press pap., 18 c.

Doran, Marie

A substitute for Sally; a comedy in three acts. 81p. diagr. D (French's internat'l copyrighted ed. no. 697) c. '31 N. Y., S. French pap., 30 c.

Du Ryer, Pierre

Saül; tragédie de Pierre Du Ryer; ed. by Henry Carrington Lancaster. 120p. (J. H. studies in romance lits. and langs., v. 17) '31 Balt., Johns Hopkins Press pap., \$1.25

Fehr, John C.

Rex breeding simplified; standardizing the American Rex [rabbits]. 44p. il. O c. '31 Ind., Author, 1302 Woodlawn Ave. pap., apply

Fletcher, Harris Francis

Contributions to a Milton bibliography, 1800-1930; being a list of addenda to Stevens's Reference guide to Milton. 166p. O (Univ. of Ill. studies in lang. and lit., v. 16, no. 1) '31 [Urbana, Ill.] Univ. of Ill. Press pap., \$1.50

Frazer, Sir James George

Garnered sheaves; essays, addresses and reviews. 538p. O '31 N. Y., Macmillan \$7.50

French, Joseph Lewis, ed.

Wings over the world; introd. by Capt. Frank M. Hawks. 303p. il. O (Big aviation ser.) [c.'31] Springfield, Mass., McLoughlin Bros. \$1

A record of aviation achievements during 1930, with articles by Sir Hubert Wilkins, Amelia Earhart, Capt. Frank M. Hawks, Louis Bleriot, and many others.

Gamble, C. F. Snowden

The air weapon; being some account of the growth of British military aeronautics from the beginnings in the year 1783 until the end of the year 1929; v. 1, November 1783-August 1914. 299p. O '31 N. Y., Oxford \$4.50

Gilson, Mary Barnett

Unemployment insurance in Great Britain; the national system and additional benefit plans. 573p. (9p. bibl.) diags. O c. N. Y., Industrial Relations Counselors, Inc., 165 B'way \$5

The second volume in a series of five books based on a world-wide study of unemployment insurance. The first was "Unemployment Benefits in the United States" by Stewart and others.

Graham, Rev. John E.

The way of the sceptic. 316p. '31 N. Y., Dial Press \$3

Gregory, John Goodby

History of Milwaukee, Wisconsin; 4 v. various p. il. Q '31 Chic., S. J. Clarke Pub. Co. buck., \$40

Grissom, Irene Welch

Verse of the new west. 112p. il. D '31 Caldwell, Idaho, Caxton Printers, \$2.25; lea.. \$5

Gwathmey, Edward M.

John Pendleton Kennedy. 193p. (bibl.) D '31 N. Y., Nelson \$2.50

Harned, Joseph E.

Wild flowers of the Alleghanies. 702p. il. (pt. col.) D [c.'31] Oakland, Md. Author \$4.50

"Being a description of their character, habits, flowering season, and location; a concise definition of colors, references to medicinal properties, notations of the insects that assist in their fertilization; also numerous flower legends, historical references and a fully illustrated key to the most important diagnostic characters of the families represented. A check list of ferns occurring in the area is appended."

Harrison, Elizabeth

In the story world; best legends for boys and girls. 204p. il. D [c.'31] Springfield, Mass., M. Bradley \$1.50

Higgins, Walter

A second book of pattern design. il. sq. O '31 N. Y., Macmillan 75 c.

Higham, Charles Strachan Sanders

History of the British Empire; 4th ed., rev. and enl. 318p. (bibl.) maps D '31 N. Y., Longmans \$1.75

Hill, Mrs. Grace Livingston [Marcia MacDonald, pseud.]

The chance of a lifetime. 288p. D c. Phil., Lippincott \$2

Alan and Sherrill, a boy and girl just out of high school who try to live up to their religious principles, both have their "chance of a lifetime."

Hillson, Nathaniel J.

Essentials of contract bridge; [introd. by Ely Culbertson]. 134p. front. (por.) S c. Los Angeles, Wetzel Pub. Co. \$1

By an expert player and teacher of bridge in Los Angeles. A synopsis of bridge laws is included.

Hockett, Homer Carey

Introduction to research in American history. 182p. (16p. bibl.) D c. N. Y., Macmillan \$2

A guide for the beginner in historical research and writing by a professor of history in Ohio State University.

Hodnett, Edward and Keyes, Minnie S.

Plain English; examples of everyday writing. '31 N. Y., Ronald Press \$2

Homer

Homeri Ilias; ed. by Thomas W. Allen; 3 v. 1262p. O '31 N. Y., Oxford \$21

Foster, H. H.

Foster's arithmetic drill service in addition; individualized drill in number combinations. no p. obl. S c. '31 Lincoln, Neb. Univ. Pub. Co. pap., 24 c.

Foster's arithmetic drill service in subtraction; individualized drill in number combinations. no p. obl. S c. '31 Lincoln, Neb. Univ. Pub. Co. pap., 24 c.

Fraprie, Frank R., and Hammond, Arthur

How to make enlargements; rev. and enl. 96p. diags. D (Practical photography, no. 5) '31, c. '16, '31 Bost., Amer. Photographic Pub. Co. pap., 40 c.

Glenn, Carl O.

The air brake inspector's handbook; 2nd ed. rev. and enl. 328p. il., diags. S [c.'24, '31] N. Y., Simmons-Boardman flex. fab., \$3.50

Grannis, Valleria Belt

Dramatic parody in eighteenth century France. 428p. (21p. bibl.) D (Pub'ns. of Inst. of French Studies) [c.'31] N. Y. [Prof. G. L. von Roosbroeck, Philosophy Hall, Columbia Univ.] pap., \$2.75

Grover, Edwin Osgood, ed.

Good cheer birthday book. no. p. T [c.'13-'31] Joliet, Ill., Volland bds., \$1, bxd.

Hanna, John

The law of cooperative marketing associations. 539p. O '31 N. Y., Ronald Press \$7

Herzberg, Max J., and Cemter, Stella S., chairmen
Books for home reading; new ed. 112p. il. (pt. col.) O '31 Chic., Nat'l. Council of Teachers of English, 211 W. 68th St. pap., 20 c.

Hetler, Rossleene, and others

Vitamin-B and vitamin-G content of cereals. 44p. (bibl.) il. diags. O (Agri. Exp. Sta. bull. 369) [31] [Urbana, Ill.] Univ. of Ill. pap. apply

Heyward, Dorothy, and De Jagers, Dorothy

Little girl blue; a romantic comedy in a prologue and three acts. 80p. diags. D (French's internat'l copyrighted ed. no. 700) c. '31 N. Y., S. French pap. 30 c.

Hinkley, Ada Green

The colonization of Ormond, Florida. 145p. il. D [c.'31] Ormond, Fla., Author \$2

Hooker, Elizabeth R.

Hinterlands of the church. 330p. (bibl. footnotes) maps, diagrs. O [c.'31] N. Y., Inst. of Social & Religious Research, 230 Park Ave. \$2.50

A study of the areas in the United States where the proportion of church members to population is exceptionally low, especially in the rural West.

Hope, E. W.

Health at the gateway. 227p. il. O '31 N. Y., Macmillan \$5

Horne, Herman Harrell

The essentials of leadership; and other papers in moral and religious education. 136p. D [c.'31] Nashville, Tenn., Cokesbury Press \$1

A discussion of the factors which make for leadership in morality, religion and education.

Humphrey, Edward Frank

An economic history of the United States. 648p. (bibls.) il., maps (pt. col.), diagrs. O (Century historical ser.) [c.'31] N. Y., Century \$3.75

A history which explains our present conditions in terms of our growth and which deals with personalities and movements instead of statistics.

Inouye, Junnosuke

Problems of the Japanese Exchange, 1914-1926. 285p. O '31 N. Y., Macmillan \$4.25

Jackson, Jacob Hugh, and others

Bookkeeping and business knowledge; 2nd yr. course; rev. ed. 421p. il. O [c.'31] [Bost.] Ginn \$1.64

Jones, Chester Lloyd

Caribbean backgrounds and prospects. 362p. (21p. bibl.) front. (map) O c. N. Y., Appleton \$4

A survey of the economic and social factors governing the development and prospects of the Caribbean countries.

Katz, Daniel, and others

Students' attitudes; a report of the Syracuse University Reaction Study. 436p. (4p. bibl.) diagrs. O [c.'31] Syracuse, N. Y., Craftsman Press \$3.50

The results of an inquiry into what students think about various aspects of college life and education in general, which was undertaken at Syracuse University.

Kent, William

London for everyman. 302p. (2p. bibl.) maps (col.) S [c.'31] N. Y., Dutton \$1.50

A companion to "Paris for Everyman" with all kinds of practical and historical information about London.

Kyn Yn Yu, J. B., tr.

The tragedy of Ah Qui. 146p. '31 N. Y., Dial Press \$2.50

Leblanc, Maurice

Man of miracles. 310p. D [c.'31] N. Y., Macaulay \$2

How Baron Ellen-Rock, eccentric superman, solves three mysteries while discovering the secret of his own unknown past.

Loomis, Roger Sherman, ed.

Models for writing prose. 643p. D c. N. Y., Richard R. Smith \$2

Examples of exposition, argument, description and narration for use in freshman composition classes.

Ludovicus

Ludovicus Vives; scenes of school and college life in Latin dialogues; ed. by H. W. D. Rouse. 135p. D (Lingua Latina ser.) '31 N. Y., Oxford \$1.50

Macdonald, George Everett Hussey

Fifty years of free thought; being the story of The Truth Seeker, with the natural history of its third editor; v. 2; foreword by Clarence Darrow. 675p. il. O c. N. Y., Truth Seeker Co., 49 Vesey St. \$4

Covering the years 1891 to 1925.

Macfarlane, Charles William

Science and literature; ed. by Kathleen Selfridge Macfarlane. 257p. il. (pors.) O [c.'31] Phil., Penn \$3.50

The writings of the late C. W. Macfarlane, scholar, economist, and man of diverse interests and learning.

Maciver, Robert Morrison

The contribution of sociology to social work. 118p. (4p. bibl.) D (N. Y. School of Social Work pub'ns) c. N. Y., Columbia Univ. Press \$2

MacTavish, Angus J., comp.

Scotch, or, It's smart to be thrifty; ed. by F. Gregory Hartswick. no p. il. T c. N. Y., [Simon & Schuster] bds., \$1

A book of Scotch jokes. A penny change from the \$1 price is returned to the buyer in the cover of the book.

Mannin, Ethel Edith [Mrs. J. A. Porteous]

Ragged banners; a novel with an index. 318p. D c. N. Y., Knopf \$2.50

Telling of the brief life of Anthony Starridge, a young modern, "half-genius, half-faun."

Mary Eleanore. Sister [originally Katherine Mary Brosnahan]

On the King's Highway. 458p. il. O c. N. Y., Appleton \$3.50

A history of the Catholic order, Sisters of the Holy Cross, who founded the famous St. Mary's School for girls at Notre Dame, Indiana.

Mendès, Catulle Abraham

Lila and Colette. 112p. D (Ardent classics, no. 3) c. N. Y., Wm. Faro \$1

Homans, John

A textbook of surgery; comp. from lectures of members of the Surgical Department of the Harvard Medical School. 1195p. il. O '31 Springfield, Ill., C. C. Thomas \$9

Hosterman, W. H.

A method of determining the volume and tonnage of haystacks. 36p. (bibl. footnotes) il. diagrs. O (U. S. Dep't of Agri., technical bull. no. 239) '31 Wash., D. C. Gov't Pr. Off.; Sup't of Doc. \$10

Jack and Nell [reader]. 40p. il. (col.) D '31 Richmond, Va., Johnson Pub. Co. \$16

McDougall, Walter Byron

Plant ecology; 2nd ed. rev. 338p. (bibls.) il. diagrs. D '31 Phil., Lea & Febiger \$3

Martin, Cora M.

Bob and Baby Pony; ed. by Patty Hill Smith. 32p. il. (col.) S (Real life readers) c. '31 N. Y., Scribner \$28

Mason, George A.

Mason's Special assessments for Illinois; 5 v.; new ed. Chic., Callaghan & Co. \$45

Muntsch, Albert

Conferences for religious communities; and ed. 257p. O '31 St. Louis, B. Herder \$1.75

Mitchell, John Edwin

Along the trail, and other poems. 80p. D '31 Bellingham, Wash., Author, Lake Whatcom Blvd. \$1.75

Mooney, James David. and Reiley, Alan Campbell

Onward industry! the principles of organization and their significance to modern industry. 584p. O c. N. Y., Harper \$6

An historical review of human experience with large-scale organization is followed by a study of its relation to present industrial problems.

Moss, Samuel David

Modern history. 320p. maps D (Self-teaching texts) [c. '31] N. Y., Academic B'k Co., 111 5th Ave. \$1; pap., 80 c.

Mozley, J. K.

The beginnings of Christian theology. 147p. D '31 N. Y., Macmillan \$2.25

Muldavin, Albert

The red fog lifts. 317p. D c. N. Y., Appleton \$2

An American business man visits Soviet Russia, and tells, in this informal account, of his associations with all types of people there and of economic conditions under the Five Year Plan, as he saw them.

Newens, Frank R.

The technique of colour photography. 116p. il. (pt. col.) diags. (pt. col.) D '31 Bost., Amer. Photographic Pub. Co. \$2

The theory and methods of color photography for the amateur.

Newth, Jack Douglas

Austria; il. by E. Harrison Compton. 217p. il. (col.) map O (Black's new ser. of colour b'ks) [c. '31] [N. Y., Macmillan] \$2.50

Olivier, Edith

Dwarf's blood. 278p. D c. N. Y., Viking Press \$2.50

How a tiny child, born to a healthy couple, alienated them and finally brought them together again.

Paret, Jahial Parmly

Methods and players of modern lawn tennis; 3rd ed. 334p. il. O (Lawn tennis lib. v. 4) '31 N. Y., Amer. Lawn Tennis, Inc., 461 8th Ave. \$4

Pasley, Fred D.

Al Capone; the biography of a self-made man. 355p. il. O (Star b'ks) [c. '30] Garden City. N. Y., Garden City Pub. Co. \$1

Peet, T. E.

A comparative study of the literatures of Egypt, Palestine, and Mesopotamia; Egypt's contribution to the literature of the ancient world. 143p. O (Schweich lectures, 1929) '31 N. Y., Oxford \$2.50

Pepys ballads (The); v. 5, 1689-1691, nos. 254-341; ed. by Hyder Edward Rollins. 353p. il. O '31 Cambridge, Mass., Harvard \$3.50

Powel, Harford Willing Hare, jr.

Oh glory! 306p. D [c. '31] Ind., Bobbs-Merrill \$2

A satire on modern publicity, in which a group of friends conceive the imaginary character of Harvey J. Buck, in order to help a struggling young publicity man.

Ragon, Hurley Lee

Day by day; a nature study. 192p. D [c. '31] Cedar Rapids, Ia., Torch Press \$2

Pictures of nature, month by month, through a year.

Ranald, Josef

Hands of destiny; your life's fate in the lines of your palm. 181p. il. D [c. '31] N. Y., Greenberg \$2

The science of fortune telling from the hand and palm and its application to everyday life.

Rawson, Marion Nicholl

When antiques were young; a story of early American social customs. 281p. il. O [c. '31] N. Y., Dutton \$5

The author, an authority on early New England, has gathered original material from the experiences and recollections of old New England people.

Rhys, Jean

After leaving Mr. Mackenzie. 227p. D c. N. Y., Knopf \$2

A picture of the slow descent of a woman with whom going from man to man had become a habit.

Richmond, Mrs. Grace Louise Smith

Red Pepper returns. 321p. D c. Garden City, N. Y., Doubleday, Doran \$2

Further adventures of the busy, energetic doctor, Red Pepper Burns.

Rinehart, Mary Roberts [Mrs. Stanley Marshall Rinehart]

The book of Tish. 1269p. D [c. '11-'26] N. Y., Farrar & Rinehart \$2

Containing "Tish," "More Tish," "Tish Plays the Game" and "The Amazing Adventures of Letitia Carberry."

Robinson, William Josephus

Love letters and letters about love. 87p. D '31 N. Y., Eugenics Pub. Co. bds., \$1

Rosman, Alice Grant

The sixth journey. 280p. D c. N. Y., Minton, Balch \$2

The happiness of John Falconer and Hilary Revel depends upon the fate of Judy, Falconer's unwanted and neglected daughter.

Neff, Merlin L.

Faith of our fathers [religion]. 128p. il. D [c. '31] Takoma Park, D. C., Review & Herald pap. 25 c.

Nevens, W. B.

Feeding the dairy herd. 50p. il. diags. O (Coll. of Agri. and Agri. Exp. Sta. circ. 372) [c. '31] [Urbana, Ill.] Univ. of Ill. pap. apply

O'Connell, Charles J.

How to play handball . . . including official rules for play and diagrams of court construction. 104p. il. S (Spalding's "red cover" ser. of athletic handb'ks no. 114R) [c. '31] N. Y., Amer. Sports Pub. Co. pap. 25 c.

Potter, Samuel Otway Lewis

Therapeutics, materia medica and pharmacy; 15th ed. rev. by R. J. E. Scott. 1012p. O [c. '31] Phil., Blakiston's \$8.50

Pullias, C. M., ed.

Greater Christian hymns; a collection of spiritual songs and hymns for all occasions of Christian work and worship. no p. O c. Nashville, Tenn., Gospel Advocate Co. 50 c.

Retail newspaper advertising; eleven lectures sponsored by the advertising department of the New York Times. 63p. il. diagr. Q (Ad. dep't ser. no. 52) [c. '31] [N. Y.] N. Y. Times Advertising Dept pap. 25 c.

Roth, Samuel

Lady Chatterley's lover; a dramatization of his version of D. H. Laurence's novel. 170p. D (Arden classics, no. 2) c. N. Y., Wm. Faro \$1

Rubinow, Isaac Max, ed.

The care of the aged; proceedings of the Deutsch Foundation conference, 1930. 157p. O (Social service monographs, no. 14) [c.'31] Chic., Univ. of Chic. Press \$2
Problems, and suggestions for their solution, in regard to the aged unemployed.

Sabatini, Rafael

Stories of love, intrigue and battle. 946p. D '31, c.'21, '22 Bost., Houghton \$2.50
This volume contains "Captain Blood," "Scaramouche," and two shorter novels—"The Urbinian" and "The Perugian."

Sacher-Masoch, Lepold von

Venus and Adonis. 187p. D (Arden classics) [n.d.] [N. Y., Wm. Faro] \$1

Venus in furs; tr. by Alan Durst. 199p. D (Arden classics, no. 1) c. N. Y., Wm. Faro \$1

Sandburg, Carl

Abe Lincoln grows up; ed. by Max J. Herzberg. 196p. il. D '31 N. Y., Harcourt \$1

Saunders, Lawrence

The columnist murder. 277p. D [c.'31] N. Y., Farrar & Rinehart \$2
Tommy Twitchell, who ran a gossip column on the New York Blade, was murdered and the police believe that the decisive clue lies in his "hot news" column.

Schmidt, W.

The origin and growth of religion; facts and theories. 302p. '31 N. Y., Dial Press \$5

Schoch, William

Grammar essentials; correct English and why. 146p. D '31 Chic., Follett Pub. Co., 1255 S. Wabash Ave. \$1.06

Scudder, Vida Dutton

Brother John; a tale of the first Franciscans. 346p. O [c.'27] N. Y., Dutton \$2.50
Formerly published by Little, Brown & Co.

Shakespeare, William

Richard II: As you like it: Othello: Antony and Cleopatra; ed. by Oscar James Campbell; bk. 3. 532p. S [c.'31] N. Y., Scribner \$1
Four types of Shakespeare's work for use in introductory college English courses.

Spaul, Hebe

Pioneering for peace. 160p. il. D [c.'31] N. Y., Macmillan \$1.50
Stories about the work of the League of Nations, mostly in primitive countries.

Stevenson, Arthur L.

The story of southern hymnology. 191p. (bibl. footnotes) D c.'31 Salem, Va., Author \$1.50
Its history and present trends.

Strong, Leonard Alfred George

The garden; a novel. 351p. D c. N. Y., Knopf \$2.50
A joyous novel of Irish family life on the Dublin seacoast, thirty years ago.

Taylor, Archer

"Edward" and "Sven i Rosengård"; a study in the dissemination of a ballad. 121p. (bibl. footnotes) O [c.'31] Chic., Univ. of Chic. Press bds., \$2.50
A detailed analysis of the English ballad, "Edward" and its Scandinavian parallel, demonstrating a special method of investigating the ballad.

Taylor, J. G.

Some new light on the later life and last resting place of Benedict Arnold and his wife, Margaret Shippen [lim. ed.]. 68p. il., diagrs. Q '31 Tarrytown, N. Y., Wm. Abbott \$5

Thomas, Lowell Jackson

The Sea Devil's fo'c'sle. 311p. il. O (Star b'ks) O [c.'29] Garden City, N. Y., Garden City Pub. Co. \$1

Upton, Nicholas

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Old and Rare Books

Frederick M. Hopkins

IN a foreword to a recent catalog published by Elkin Mathews, Ltd. the cataloger says: "Our own firm conviction is that the soundest basis on which a collection of books can be formed is personal taste. Self government is better than good government by others, and a collector should have the courage of his own convictions." This seems good advice, and collectors would be better satisfied if they followed such a course. An interesting instance of a would-be collector who followed an entirely different method recently came to our attention. The collector gave his bookseller a list of about 250 English and American authors, mostly living, with instructions to make complete collections of each author, to add others which in the judgment of the bookseller were worthwhile, to get uncut and unopened copies where possible, and to save the dust wrappers where they were obtainable. Frequent deliveries of bundles and cases were made until a large room over a garage was filled and then the overflow filled a garret. This "discriminating" collector, who had stipulated "uncut copies, unopened, with dust wrappers" met financial reverses and decided to realize on his valuable collection of first editions. A bookseller was called in and offered him fifty cents a volume for the entire collection of nearly 4,000 volumes. It is needless to say that this collector was greatly disappointed at the offer, for it represented a loss where he had expected a profit. There has been considerable collecting of this sort in recent years and the time is near at hand when there will be a great disillusionment among collectors of this class. They will learn several things, that this is not the way to enjoy collecting, that worth-while collections are seldom made by proxy, and that it is a sure way to lose money.

IGNORANCE has been responsible for the destruction of many of the world's literary treasures. The latest instance is reported from Shanghai, China. About two-thirds of the Buddhist canons were destroyed at Laichow, eastern Shantung Province, recently by order of local officials, ignorant of the value of the books. The collection was housed in an ancient temple which the authorities had decided to use as a normal school building. The Shantung Provincial Department of Education learned of the bonfire before more than two-thirds of the volumes had been burned, and managed to save the remainder of the collection. The loss to Buddhist culture was particularly serious as there is not a complete set of the canons in China. The destroyed collection was not complete but one of the largest known. In the days of the Peking government, when General Chang Chunchang was in control of the Shantung Province, Japanese collectors are reported to have offered \$500,000 in Chinese money (about \$100,000 in gold at present exchange rates) for the burned collection of Buddhist manuscripts.

RUTGERS UNIVERSITY library has recently received one of the six existing hand-colored photographic reproductions of the entire original vellum manuscript of the Geography of Claudius Ptolemy, the gift of Dr. Edward L. Stevenson of Yonkers, N. Y., formerly professor of history at Rutgers and now editor of the Hispanic Society of America. This valuable gift, which is number four of the six copies, is in two large volumes and is bound to resemble the original manuscript atlas now in the Biblioteca Laurentiana Mediceo, at Florence, Italy. In making the gift Dr. Stevenson explained that a Ptolemy manuscript dating from the second

century A.D., when Ptolemy lived, is not known to exist. During the Renaissance period, in the fifteenth century, the best copies of his work were made, including the one from which the present reproductions were made.

IT was only a few months ago that Italian and German booksellers were complaining of the loss of rare books and manuscripts. Then came evidence that similar losses were taking place in this country. In a special cable to the *New York Times*, a priceless collection of about seventy Dickens letters, which were housed at the headquarters of the Dickens' Fellowship, in Doughty Street, London, is reported to be either lost or stolen. Confidential inquiries have been made in several countries without success. The letters were stored in the archives of the fellowship and produced only on rare occasions for the inspection of distinguished visitors. A number of letters from famous contemporaries of Dickens are also reported as having disappeared.

PROFESSOR JOSEPH QUINCY ADAMS, professor of English at Cornell University since 1919, has been appointed director of research of the Folger Shakespeare Memorial Library, in Washington, by the Amherst College Board of Directors. William A. Slade, of the Library of Congress, has been appointed librarian. The collection of Henry Clay Folger, who died a year ago in this city, which constitutes this special library, comprises the most extensive collection in the world of the first and rare editions of Shakespeare and books relating to him, some 25,000 volumes in all. It has an endowment of \$10,000,000 for its maintenance. The collection will soon be ready for the special student, at home and from abroad.

THE current catalog (No. 37) of Elkin Mathews Ltd. of London, comprising "rare books in English literature, with selections devoted to all periods from the seventeenth to the twentieth centuries," is an interesting issue. It is an octavo, contains 141 pages, and 1334 items, mainly first editions. Some months ago this firm announced that it had decided upon a "complete revaluation of all our books"

and this catalog shows that there has been a pretty thorough downward revision of prices. But the revision has been made with great discrimination showing where this well-known bookseller has decided readjustments are necessary.

IN connection with the 300th anniversary of the establishment of Massachusetts as a self-governing commonwealth, the New York Public Library has placed on display in its main exhibition room an interesting selection of rare books, pamphlets and other material from its collection of Americana. The purpose of the special display has been to present some of the original sources for the history of the Massachusetts Bay Colony. With perhaps a half dozen exceptions, all of the books and pamphlets in the exhibit were printed before 1800, and nearly three-quarters of them before 1650.

THE announcement of the forthcoming publication of a dictionary of the standard Norwegian language, the first of its kind, comes from Oslo, Norway. The compilation was started in September of last year, and will be complete in about four years. It will contain some 150,000 primitives, besides derivatives, also giving comparisons with other languages. The work was started by the Standard Language Defense League, and many prominent names are included in the undertaking. The demand for it has been very keenly felt in recent decades, and it will be of great benefit to literary and scientific circles of Norway.

Auction Calendar

Thursday morning and afternoon, July 2, at 10 and 2 o'clock. Library sets, first editions, color plate and illustrated books, the West, Indians, sport, Remington and sporting prints, Louisiana, Americana. The Walpole Galleries, 13 West 48th St., New York City.

Catalogs Received

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An extensive collection of modern first editions. (No. 19; Items 1566.) Bertram Rota, 76a Davies St., London, W. 1, England.

Autographs. (List T; Items 485.) Goodspeed's, 7 Ashburton Place, Boston, Mass.

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✿ ✿ ✿ May Lamberton Becker has written for next week's issue "What Sells a Book?" ✿ ✿ ✿

✿ ✿ ✿ Alice Hackett has written a timely article on "The Growing Fad for Omnibus Books." ✿ ✿ ✿

✿ ✿ ✿ The Bookmaking Department will contain The Fifty Best German Books for 1930 and Evelyn Harter's "Full Trim: A Bias of Current Bookmaking." ✿ ✿ ✿

✿ ✿ ✿ The July 4th issue will contain an article on "The New Maritime Bookshop of Ball & Wilde." Among the other bookshop stories to appear in the *Weekly* during July and August will be "Post Box Bookshop, New York City," "Hester Hunter's Bookshop, Tucson, Arizona," and "Fred Harvey's Bookshop, St. Louis, Mo." ✿ ✿ ✿

✿ ✿ ✿ The next chapter in John Winte-

rich's "Romantic Stories of Books" will deal with Jane Austen's "Pride and Prejudice." ✿ ✿ ✿

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